OR THE COIN-OP ENTERTAINMENT INDUSTRY

September 1988

PLAY METER

VOLUME 14, NO. 8

P.O.W.

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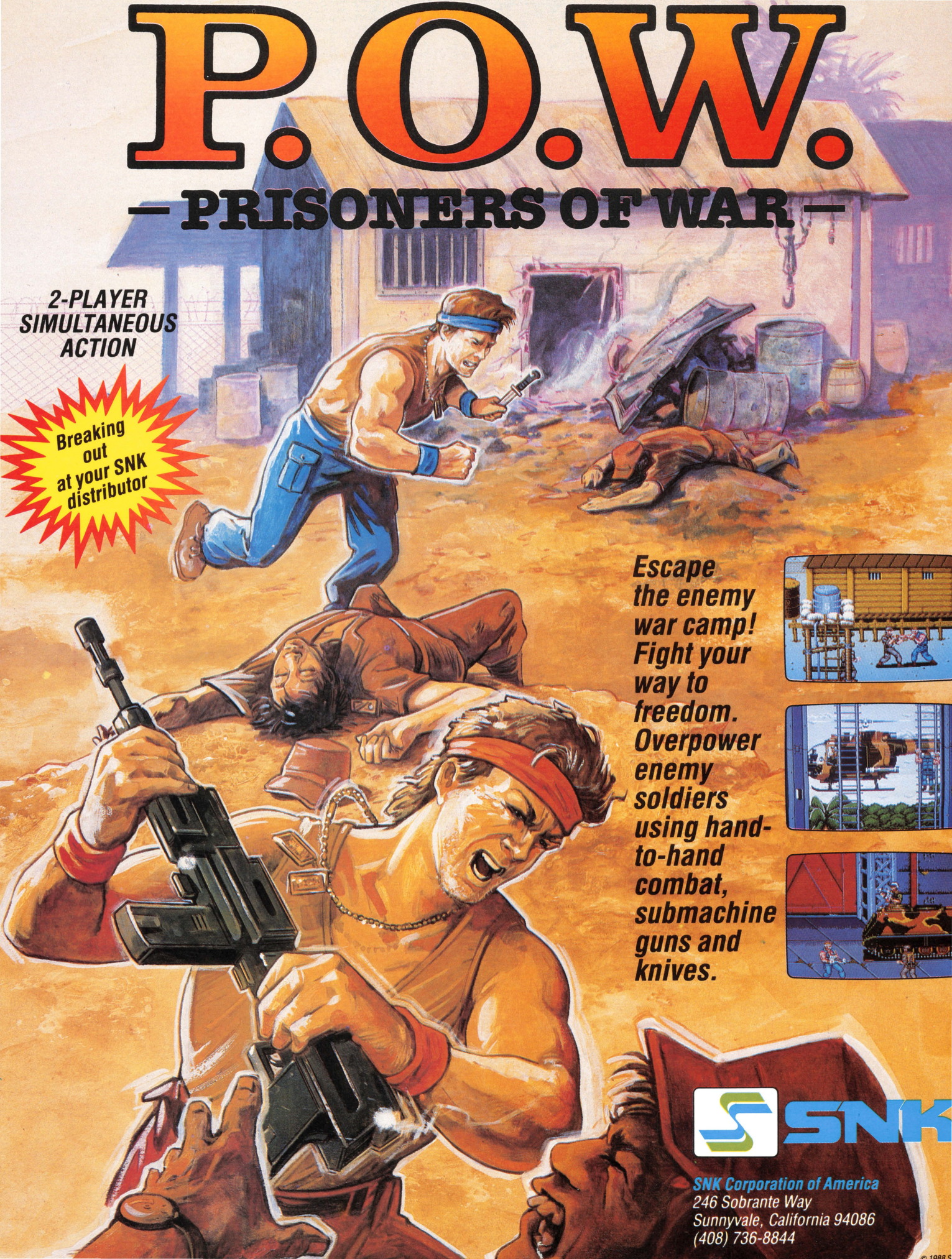

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NEWS BULLETIN

.....The Red Baron — Taito case became a case centering on the legality of parallel boards when all three members of the lawsuit agreed to drop all ancillary charges and accusations with prejudice. This allowed the courts to decide, on the basis of a simple set of facts, whether parallel *Double Dragon* printed circuit boards are legal or illegal in the U.S. That decision came down Aug. 31, the day of AAMA's meeting in Chicago. That ruling declared that parallel *Double Dragon* boards are legal. Though clearly a victory for Red Baron, manufacturers believe that it could be bad news for operators in the long run. Manufacturers feel that the parallel issue has been widely exaggerated and that operators are more likely buying copied boards than actual parallel boards. Parties to the suit realize that a parallel case, in its purest possible sense, was needed by the U.S. industry in order to stop the antagonism and hard feelings between operators and manufacturers. The lawsuit against AAMA had been dismissed with prejudice before the latest ruling; for its part, AAMA had agreed to suspend its enforcement program against operators of parallel boards until the case was decided. Play Meter will have a full story with comments from both sides in the next issue.

.....The Mississippi Attorney General's Office released an official opinion on Aug. 31 which outlaws video card games such as Blackjack and Draw Poker, according to Jim Warren, special assistant to Attorney General Mike Moore. This action stems from the Office's interpretation of a Mississippi state statute as to whether these machines are gambling devices, per se. Warren said a certain set of characteristics needed to be present to make a machine a gambling device, per se. These include a "knockoff feature" to remove the unused credits from the credit display meter, having an internal accounting mechanism, and a "retention ratio" that allows the house to win a guaranteed percentage of the time, no matter what the player's skill level. Warren said operators would be given roughly seven days from the 31st to remove these machines; failure to do so is a misdemeanor with the machines being subject to seizure and destruction. He added that "a lot of legitimate operators are happy with this decision, because payoffs on the machines made it harder for them to compete." Meanwhile, Mississippi Coin Operators Association (MCOA) President John Bell said: "I still say that they aren't gambling devices, per se. These video card games can be used as a gambling machine, just like a *Pac-Man* machine or pool table can be. You can gamble on anything you want to. Mike's opinion is that they're gambling machines, but I have opinions from previous attorneys general saying they aren't."

.....WMS Industries, Inc. and Bally Manufacturing Corp. announced that WMS has completed the previously-announced acquisition of certain assets of Bally's amusement game operations, for a purchase price of $8 million. WMS Industries is engaged in the design, manufacture, and sale of coin-op amusement games, as well as the ownership and operation of hotels and casinos.

.....The Ohio Coin Machine Association (OCMA) is mounting opposition to a bill being proposed by Ohio Congressman Tom Luken, which, among other things, calls for banning the sale of cigarettes in vending machines. "It would empower every state and municipality in the country to regulate or ban the sale of cigarettes, the advertisement of cigarettes, and the promotion of cigarettes through sporting and cultural events," said Judy Martin, OCMA executive director. "Luken is very anti-smoking. His bill would cause real problems for our membership, because a lot of them have cigarette vending as 50 percent of their business." She added that Luken, chairman of the Sub-Committee on Transportation, Tourism, and Hazardous Material, was unable to get the proposal out of committee on Aug. 11. No further action will be taken until the House reconvenes. In the interim, Martin said, OCMA members plan to meet with Luken to work out a solution to the conflict.

PLAY·METER MAGAZINE

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PLAY·METER

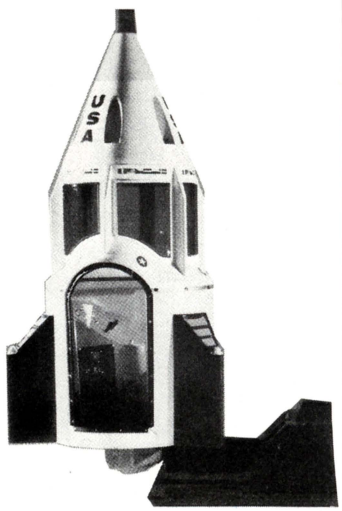
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO. 8 | CONTENTS | SEPTEMBER, 1988

FEATURES

Hoop Games Not Brief Shot Of Success 34

Basketball games are taking the industry by storm much like other types of novelty equipment have done in the past. It takes a while to discover whether the latest fad is here to stay or gone too soon. We're asking that question right now and feel we can safely say that basketball games are here to stay.



Buyer's Guide 81

We've made it very simple for you to decide what equipment you need to buy. You can see what's available and compare features. In this buyer's guide we have listed the latest in air hockey, table games, pool, kiddie rides, cranes and merchandisers, condom vendors, basketball games, novelty and specialty pieces and payphones. Following the photos is an index listing each company's phone number and address.

TECHNICAL TOPICS

Repair Log 153

Randy Fromm knows that operators crave technical advise and hints. He goes a step further by saying he knows many have good tips of their own. OK, lets hear from some of you operators so we can pass your information on to other operators through this column.

DEPARTMENTS

EQUIPMENT POLL	8
LETTERS TO THE EDITOR	10
FROM THE EDITOR	20
COVER STORY	22
GUEST COMMENTARY	28
TEN YEARS AGO	32
ASK THE OPERATOR	40
NEWS FEATURE	42
NEWS	44
TOURNAMENT AND LEAGUE NEWS	62
NEWS FEATURE	69
NEWS FEATURE	72
STATE UPDATE	73
FEATURE STORY	79
CERTAIN BURTON	151
PLAYERS PICKS	152
FRANK'S CRANKS	154
TAX TIPS	156
NEW PRODUCTS	158
TRADE ACCESSORIES	164
CLASSIFIED ADS	167

Cover Credit: The cover is courtesy of Capcom. The company has spent millions of dollars developing a "super chip" that condenses the capacity of 10 boards into two small chips! Read more about it in the cover story on page 22.

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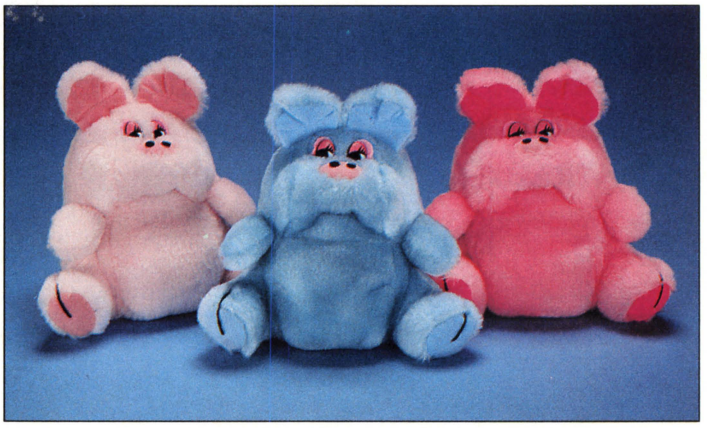

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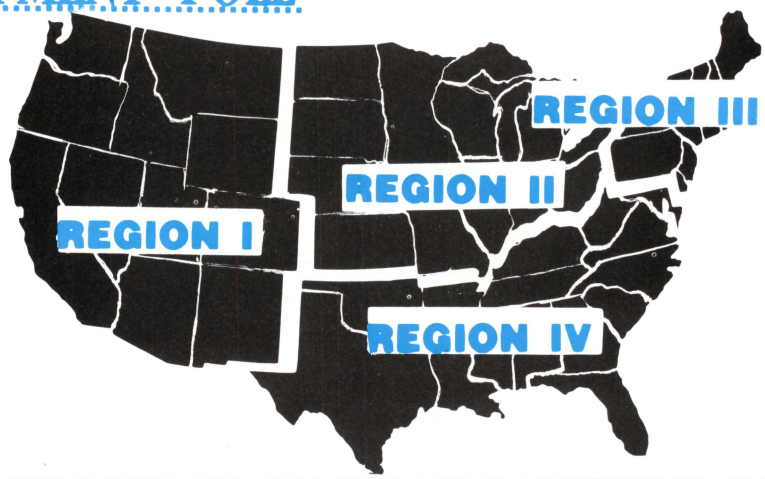
EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



REGION I

WEST 1

Forgotten World	Double Dragon	Road Blasters	Big Guns
Bad Dudes	Heavy Barrel	Operation Wolf	(basketballs doing
Toobin'	Shinobi	Banzai Run	good and cranes
Main Event	Super Sprint	Cyclone	are steady)

WEST 2

Altered Beast	Hot Rod	Big Choice (39%)	(new: P-47,
Bad Dudes	Double Dragon	Silkworm	Continental Circuit,
Main Event	Toobin'	After Burner	Sky Soldiers)
Cyclone	Banzai Run	Kageki	

REGION II

CENTRAL 1

Bad Dudes	Heavy Barrell	Shinobi	(new: P-47 and Sky
Altered Beast	RBI	Galaga '88	Soldiers (top
Main Event	Road Blasters	Super Hang-On	earners), The
Quarterback	Out Run	Cyclone	Deep)

CENTRAL 2

After Burner	Ninja Warriors	Operation Wolf	(new: P-47,
Double Dragon	Main Event	Shoot To Win	Sky Soldiers,
Cyclone	Altered Beast	Gold Medalist	Continental Circuit)
Bad Dudes	Banzai Run	Heavy Barrel	

REGION III

EAST 1

Bad Dudes	Hot Rod	After Burner	(new: P-47 (looks
Cyclone	Altered Beast	Twin Eagle	good), Continental
Main Event	Toobin'	Big Choice (27%)	Circuit, Sky
Double Dragon	Operation Wolf		Soldiers)

REGION IV

SOUTH 1

Shinobi	Twin Eagle	Basketball game	(Dead Angle (falling off),
Bad Dudes	Heavy Barrel	Hang-On	Altered Beast (falling off),
Twin Cobra (resurgence)	Operation Wolf	Championship Sprint	Torpedo Alley (too tight on factory setting)
	Road Blasters		

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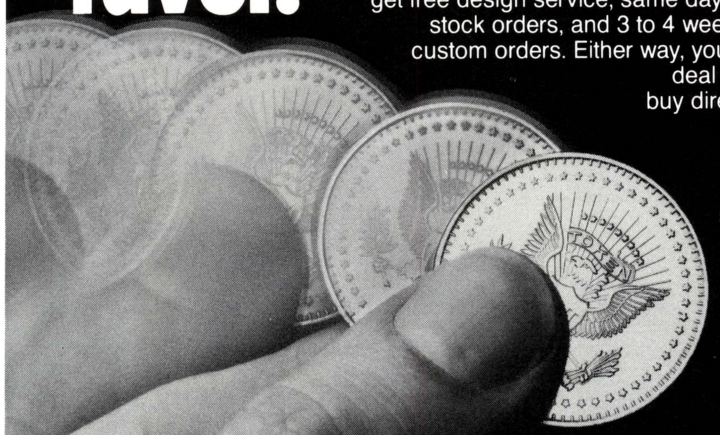

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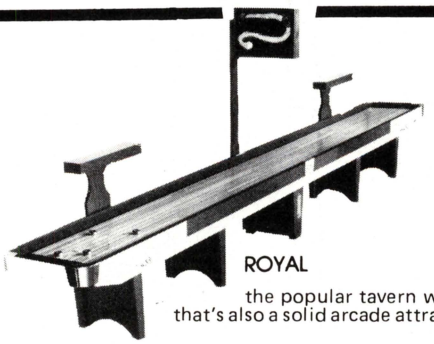

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LETTERS

Jukeboxes important

The AMOA-NDA is in tune with the use of the jukebox. With Mr. Wally Bohrer intimately involved with our development, it would be hard to escape!

To showcase how good a jukebox can be, at our last AMOA-NDA tournament (Team Dart III—Lake Geneva, Wisc.) the tournament committee did the following:

1. Solicited a state of the art CD laser jukebox from Seeburg to exhibit and play during tournament play.
2. Customized the selections to appeal to our player base participating.
3. Rented a separate self-contained PA system to maximize the integration of the jukebox into the dart competition.

As you can see, the AMOA-NDA is a strong proponent of the jukebox as a powerful force in the industry. Our attempt at marketing it resulted in many positive comments.

Anyway, Valerie, I only wanted to let you know that AMOA-NDA does not have blinders to AMOA projects. We greatly value your support. We treasure the fact that you were at our tournament in person.

Joe Conway
Executive director
National Dart Association
Milwaukee, Wisc.

Joe was responding to an editorial in which I mentioned that it was too bad that NDA did not feature a jukebox at the banquet in lieu of a live band. I failed to stress that the NDA had, in fact, featured a jukebox during the tournament play. Considering that fact, I guess a live band was appropriate at the banquet. I would like to add that it was my pleasure to be invited to cover the tournament in gorgeous Lake Geneva. It was an impressive turnout of players. Operators who have considered joining a dart league program have a lot to gain . . . Valerie

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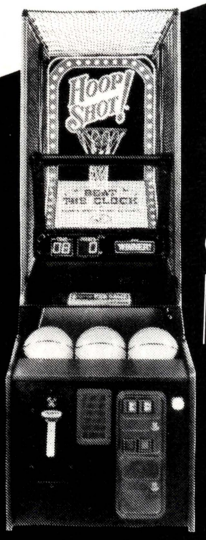

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Movin' on out

I went to your ACME show in Reno last year (as I go every year) and thought it was quite good. But why have it two years in a row in the same place? Why not go to some other part of the country like Orlando, San Diego, Dallas, or even the east coast? I know you got a big turnout but I think you would get a bigger one if you moved the show around each year. Also don't go back to Chicago. They rip everyone off there for rooms, food, taxis, etc. Take an example from I.A.A.P.A. They rotate every year.

P.S. I think your dates are too soon after AMOA.

An anonymous operator

The ACME show, in case everyone doesn't know, is the combination of Play Meter's AOE Show begun in 1979 and AAMA's ASI show begun in 1984. There have been three ACME shows held in Chicago, New Orleans, and Reno. It was a gamble, pardon the pun, having the show in Reno because no other national show has ever been held that far west. It turned out to be a winner and the show committee (Play Meter's Carol Lally and Valerie Cognevich, Capcom's Bill Cravens, AAMA's Bob Fay, and State Sales' Steve Koenigsberg) listened to exhibitors and attendees and decided it would be a good idea to have it in Reno one more year. An added benefit to operators is the fact that just about everything is so reasonably priced (except losses in the casino!!!) After next year it will be moved to another city. All the sites mentioned have been considered along with others like San Antonio and Boston. However, it is not always possible to secure ideal dates in many cities so that must be taken into consideration. Thanks for the comments. If anyone else has any suggestions, I would love to hear from you. The show is for you and we want it to be the best it can possibly be . . . Valerie

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Contest over

In 1986 Atari introduced *Road Blasters*, a game with a direct-to-player contest designed into the game. The contest was an enormous success and goodwill has been passed on to our player base. Unfortunately, the contest deadline has passed but many players are not aware of this fact. Hundreds of letters are coming in each week from players across the country regarding the contest. Obviously, it was never Atari's intention to cause ill will with our players. This contest was intended to benefit players, the industry as a whole and operators in particular.

We would like to let operators know that the *Road Blasters* contest option can be easily disabled by putting the game into self-test and following the directions on the screen to switch the "Rally 50 Contest Enable" option from "Yes" to "No". Please take a few minutes of your time and follow through on disabling the contest feature. If you have any questions, please call (408)434-3750.

Linda Benzler
Marketing product manager
Atari Games Corp.
Milpitas, Calif.

Buyer beware

On April 24, 1988, I contacted a company in Canada to purchase some kits. A sales person was not in, so the secretary who answered the phone took all the information: my name, address, phone number, and she said she had to have a credit card number. After a long discussion, with an understanding, I gave her my MasterCard number.

Shortly after, the sales person called and asked if she could help. I told her what I was looking for, and agreed on a price of $2,000 total. She said the merchandise was in stock and would ship the same day. When I hadn't received the kits a week later, I called and the sales person said, "Oh, we are out of them and are waiting for them to come in." The next day my MasterCard bill came in with a charge of

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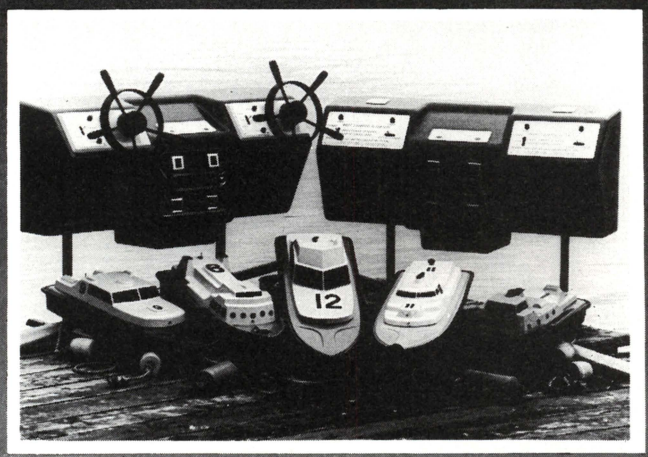

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$2,002.03. I called again because the company had said they would not run the charge through until they shipped the games.

Then the story changed. They did, on May 9th, refund most of my money by crediting my MasterCard but I have yet to get all of my money back. That is my reason for writing. Maybe I can save someone from losing money by ordering games from Canada and paying up front by credit card, money order, or certified check. Once they have your money, you are at a loss if they go out of business or decide not to ship for whatever reason. If you have had a problem with a company in Canada please give me a call at (919)766-7391.

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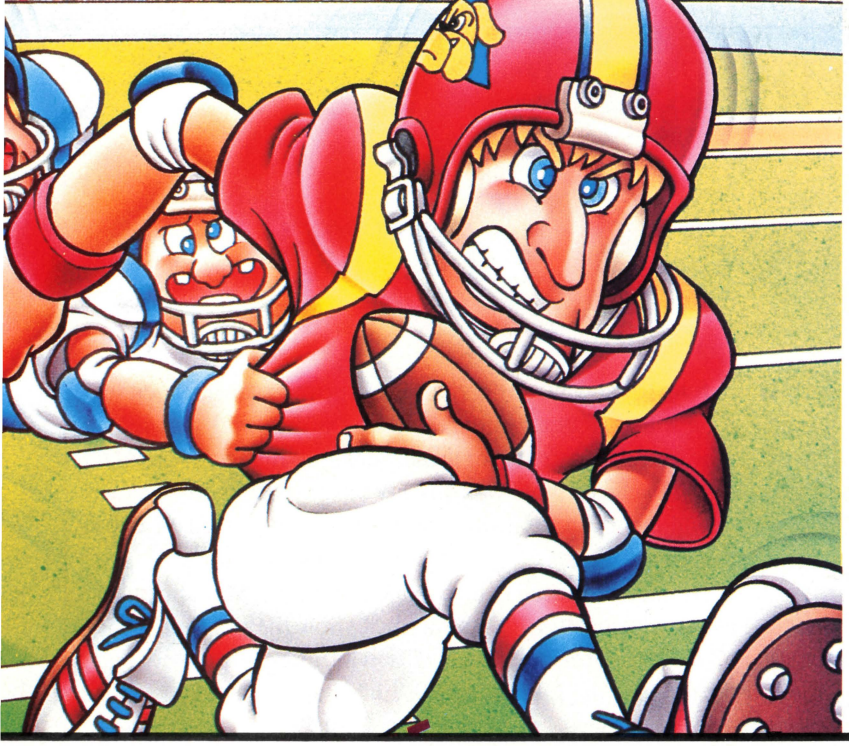
This letter is exactly as received except the name of the company has been omitted. I felt that the fact that Bill had a bad experience could be a lesson to all operators when purchasing equipment from Canada or even within the U.S. Before sending any money, it is always a good idea to get as much information about the company you can. Some ways are: call the trade publications, we may have heard something about the company—good or bad; call fellow operators to see if they have had dealings with a particular company; call your trade association; and ask the company for references. A few minutes and several phone calls may help you avert a disaster lasting, as in Bill's case, for many months. Another thing that is important is to let us know if you have a problem with a company; we keep a file on complaints and will share that information with you. Thanks, Bill, for sharing a horror story and it may, indeed, have saved someone from making the same mistake . . . Valerie



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The Choice is Yours

John Hibbs wrote some thought-provoking words in his guest commentary this issue. Some of the questions he raises are probably some that you have thought of yourself. It's too easy to pass blame when things aren't going the way you want them to. But there are two ways to look at every situation.

When was the last time a game was a true, proven hit and, guess what, there were none available when you decided to buy. Your distrubutor, who has always been like a brother to you, suddenly is not taking your calls. I know the argument there is that you should have made the decision to buy much sooner to make sure you got your share of games.

OK, the next time you make the decision to buy sooner and, guess what again, the game you bought more than enough of could win first prize at the local dog show. Either way, as an operator, you don't come out ahead. You need good games and you want them when you need them, not months later.

However, there is another side. Manufacturers have no crystal balls to help pick a winner. Manufacturers present the latest and (hopefully) greatest product to their distributors who, in turn, are expected to make an ample commitment so production can be calculated. And, of course, that means that distributors are expected to know their customers and what those customers will certainly buy for their routes. If distributors are too cautious, then the production run will, no doubt, be adjusted accordingly, possibly not filling the demand if the game turns out to be a hit.

If distributors are overly confident and the production run is expanded accordingly, you guessed it, too many games are made if the game fizzles and close-outs are certain.

As a magazine, we must give a print order based on known subscribers and possibly adding a few extra. Sometimes we have more requests for a particular issue than we expected and we just don't have the magazines to fill the orders. "Oh, if only we had known that everyone and their grandmother was going to want an extra copy of this issue," we groan.

I would feel confident enough to say that most companies are pretty close most of the time. However, when too many wrong guesses results in too much equipment, which results in too many close-outs, the whole industry suffers. Back in the early 80s, this Catch-22 situation got out of hand. Operators only bought close-outs. And because of this, manufacturers were forced to close out games because operators weren't buying equipment! I hope that doesn't happen again! It's also bad when too few games are produced and operators are frustrated when they can't buy what they want.

John Ridgeway, an operator in California who has been sending a newsletter to interested operators, said in a recent editorial: "In a matter of three weeks, so much new product was introduced that I was quickly out of touch with what was new. And a thumbs down was generally suggested on all but two of the games."

He added a special note to manufacturers: "Manufacturers, as I work closely with operators, I know they cannot absorb all of this product, even if it was quality product . . . Remember the glut of the 80s? It's happening right before your very eyes. I think that says it all."

He's worried. Maybe he's a bit panicky because the industry is in for one bad time if things get as bad as they were back then.

But I think operators are much smarter than they were then. John Hibbs thinks there is not enough choice and maybe he's right. Should operators be able to buy games long out of production but still offering a good return on investment? One manufacturer said he would rather see a production run cut short so the value of the game remains higher. Operators buying games out of the chute will be able to offer them to other operators somewhere down the road. Is this wrong?

The only ones in this industry with the power to make changes are the operators. They are the final consumer in the industry chain. If they collectively and individually voice their opinions, manufacturers will have to listen. But they'll listen because they are targeting equipment for operators and must know just what that is.

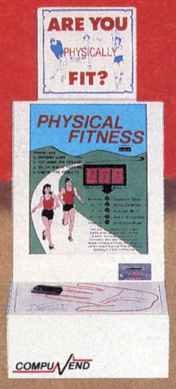
America thrives on choice. Our industry will stagnate without choice. No one is forced to buy anything. Each operator must evaluate his own business to make the right choice on equipment. Coin-op manufacturers have made "hit syndrome" a key phrase. Once a concept is accepted, many more follow—it's been that way since *Asteroids* and it probably always will be that way.

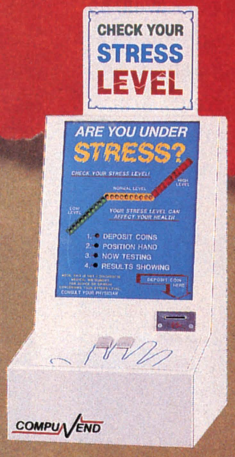
It's up to you to make your own choices. Don't let someone else do it for you.

Valerie Cognevich

Valerie Cognevich
Editor

Carmen predicts high profits in Your Future.





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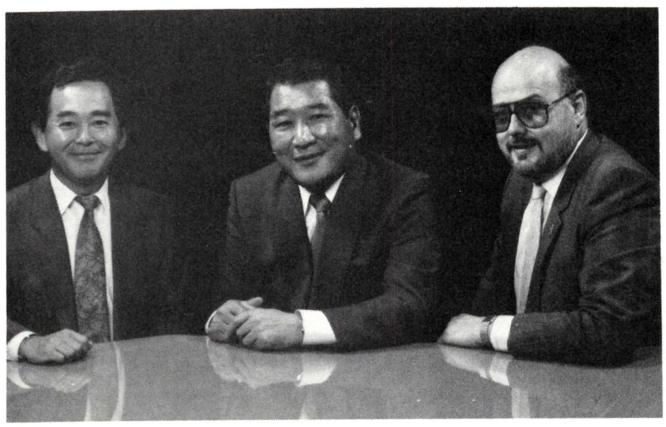
The Chips Are Here!! The Chips Are Here!!

The *what* are here? The chips—probably the most sophisticated chips ever to go into an affordable game, and Capcom is introducing them to the world in its new game system called *Forgotten World*.

The name of the game could also be Capcom's description of street locations. Sales manager Bill Cravens explains, "There have been some super games being introduced for arcade-type locations, but street operators need some good games. Street operators are a forgotten world!"

Capcom's new chip will allow the company to offer street operators superior graphics (nearly laser quality), pleasing color, and expanded characters for prices they can afford. "There have been some stupendous games lately but how can an operator pay $12,000 for a game and justify that expense? *Capcom Bowling* was our greatest sign of what street operators were looking for and we followed that sign by making a simple game that appeals to adults. Let's face it, when you're in a bar and have had a couple of beers, your reaction time just isn't as great. Adults don't want to play a game that is too complicated or quick. That's why *Capcom Bowling* has been such a tremendous hit," offered Cravens.



George Nakayama, Kenzo Tsujimoto, and Bill Cravens.

The chip that Capcom paid over $5 million and two and a half years to perfect condenses the capacity of 10 regular boards into two chips. "Spending the money up front in developing this chip has given Capcom an advantage over the competition. The games out there with good graphics have prohibitive price tags for most operators. Capcom has literally bet the company on this technology and won that bet," Cravens added.

Chairman of the board Kenzo Tsujimoto believes that to stay strong in coin-op you must give players games that are superior to what they can play in the home. "Spending over $5 million on developing a chip may seem exorbitant, but it will enable us to stay strong by producing coin-op games with player appeal you will not be able to get in the home. Players will seek our games out," said Mr. Tsujimoto.

Capcom's reputation preceded the company into the U.S. In 1983 Mr. Tsujimoto started Capcom after selling his interest in Irem of Japan. Capcom began licensing games to U.S. companies and built a solid reputation for quality games. After hits like *Commando, 1942*, and *Ghosts N' Goblins*, Capcom opened offices in the U.S. and marketed its first game, *Section Z*. Though Capcom followed that with several not-so-memorable games like *Trojan* and *Speed Rumbler*, it struck paydirt with its hit *Street Fighter*. The game hit the equipment poll and has remained for many months.

Capcom employs over 200 engineers and programmers in its hometown of Osaka, Japan, and Mr. Tsujimoto makes sure that these young people are familiar with the American culture before they start trying to design games for that audience. "Mr. Tsujimoto will go into a book store and buy over $6,000 worth of books to bring to the designers and programmers in Japan so they will be familiar with the American way of life. I think Capcom is one of the only companies that is likely to have a black person with black hair!" quipped Cravens, referring to another Japanese company's game that featured a black basketball player sporting a full head of bright yellow hair!

Brian Duke, Paul Wiederaenders, and Pat Walton.

Cravens added that Capcom brings young design teams over to the U.S. so they can experience the culture firsthand. "Mr. Tsujimoto brings design teams to the trade shows so they can listen and learn from American operators. They need to know American operators' needs before they can design games to fit those needs."

While most manufacturers plan events during trade shows for their distributors only, Capcom welcomes operators to its hospitality suites. Designers from Japan can learn from the operators. "These designers are anxious to learn from operators. In fact, at the last show, a group from Japan talked with a group of operators until way into the wee hours of the morning," Cravens said.

Capcom is fully aware that operators are pessimistic when promises are made—simply because it's a fact that there have been many promises made that were less than, shall we say, what was promised. Then double that doubt when a manufacturer is making promises about systems. Capcom realizes the skepticism.

Michiyo Patillo

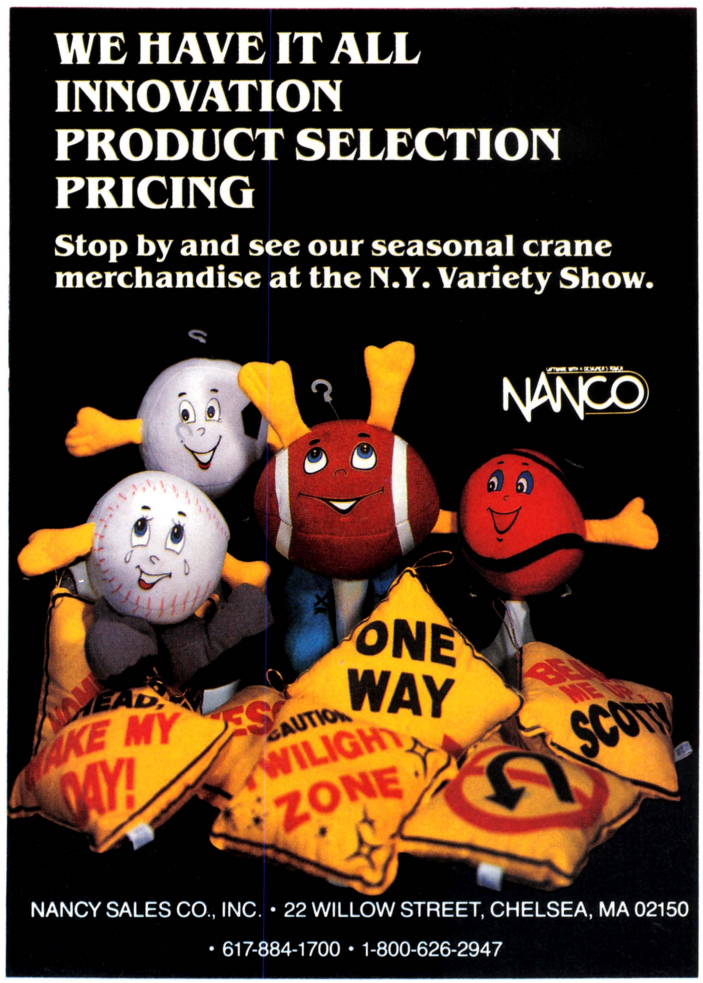
Michelle Law and Paul Biederman

However, Capcom is so confident that its system games will make money for operators that it is promising *less* than the company intends to deliver. "We are promising less because we don't want anyone to be disappointed," explained Cravens. "With every game, such as *Forgotten World*, we are guaranteeing four kits for the system. I believe that we'll have more but that's what we will guarantee."

Before the end of the year, Capcom will be moving into a lavish 47,000 square foot building which will allow for its expected growth. The building will house research and development teams, manufacturing, and its highly successful consumer business. Capcom licenses games for the Nintendo system, IBM, and Commodore.

Capcom has a staff that is a compliment to a successful organization. Mr. Tsujimoto, as we mentioned earlier, was a founder and president of Irem in Japan. His progressive ideas and keen insight into the video game entertainment industry have given Capcom a headstart on the road to success. His dedication to making product that will help make operators money has been proven time and again.

President George Nakayama has been in the industry 13 years with Universal and now Capcom. He was at the helm of Universal when it astonished the industry with *Mr. Do!*, probably the industry's first mega-successful conversion kit.



Bill Cravens, vice president of sales and marketing, hardly needs an introduction. He has a history in the industry spanning 25 years which has taken him from operating to manufacturing. Many credit him for the blanket coverage of Universal's *Mr. Do!*. Bill owned his own route at one time, which explains his ability to sense what operators need. While most manufacturer's representatives sport ties and coats, Bill is usually in casual pants and shirts because, as he puts it, operators don't wear suits and ties and are simply looking for honesty and good advice. It's this down-to-earth attitude that has made him one of the most visible, likeable men in this industry.

Brian Duke, regional sales manager, has worked in the industry more than six years, many of those years with Bill Cravens. The two were at Universal, Nintendo, and now Capcom together. There's many words to describe Brian but quiet, shy, and reserved are not on the list. Brian, who dabbles in stand-up comedy, firmly believes that Capcom has a bright future. "I'm willing to bet that Capcom will be number one in the eyes of the operators and distributors. Joining Capcom was one of the best moves I have ever made because Capcom is on the right track. Even though we are selling systems, each game is being sold on its own merits. Each game would be good even if it were being marketed as only a dedicated game. However, since we are promoting systems each game we sell will be able to be converted to another fantastic game. But each game will stand on its own."

The name Walton is certainly well-known in the industry with Steve at Data East and Pete working for Nintendo. Now brother Pat has joined Capcom as a regional sales manager. Although Capcom is Pat's first job in the coin-op amusement business, the topic was more than likely discussed at family gatherings! Pat previously was with Gelco Corp., a commercial leasing and sales company.

Paul Wiederaenders came to Capcom from Atlas Distributing in Chicago where he spent three years. He serves as regional manager with his headquarters in Illinois. Paul has been in the coin-op industry over five years, two at Atari Distributing.

Every company has that one person it just couldn't manage without; Michiyo Patillo, the administrative sales co-ordinator, is that person at Capcom. She has been with the company two years, making sure everything runs smoothly.

Rounding out a top staff is the resident genius Paul Biederman, head technician. And Michelle Law, new to the company is the customer service representative helping expedite parts orders and service calls.

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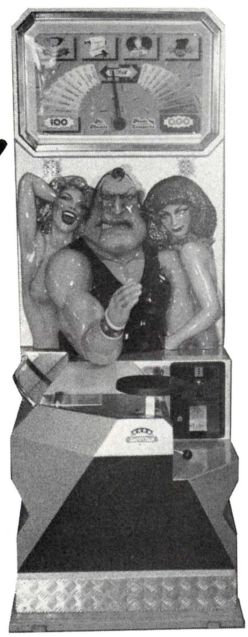

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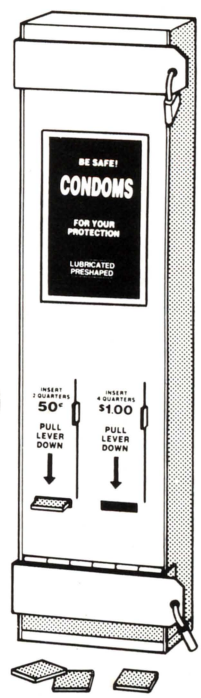

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Flashback!

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The scene above is a flashback to 1941 when police captain Craig Ellis vowed to "break up the practice of storekeepers permitting boys to gamble on these machines." The machines in question were pinballs and the city of Philadelphia was cracking down on the evil games of chance. The bonfire was fueled by $20,000 worth of pinball machines.

Sharon Harris, Stan Harris & Co., sent us an article from Philadelphia Magazine which reprinted an article from 1941 called 1941: Just Say No To Pinball featuring Captain Ellis' determination to save the boys of Philadelphia from "gambling" on to seize these than they would to pounce on a pack of cards in a store."

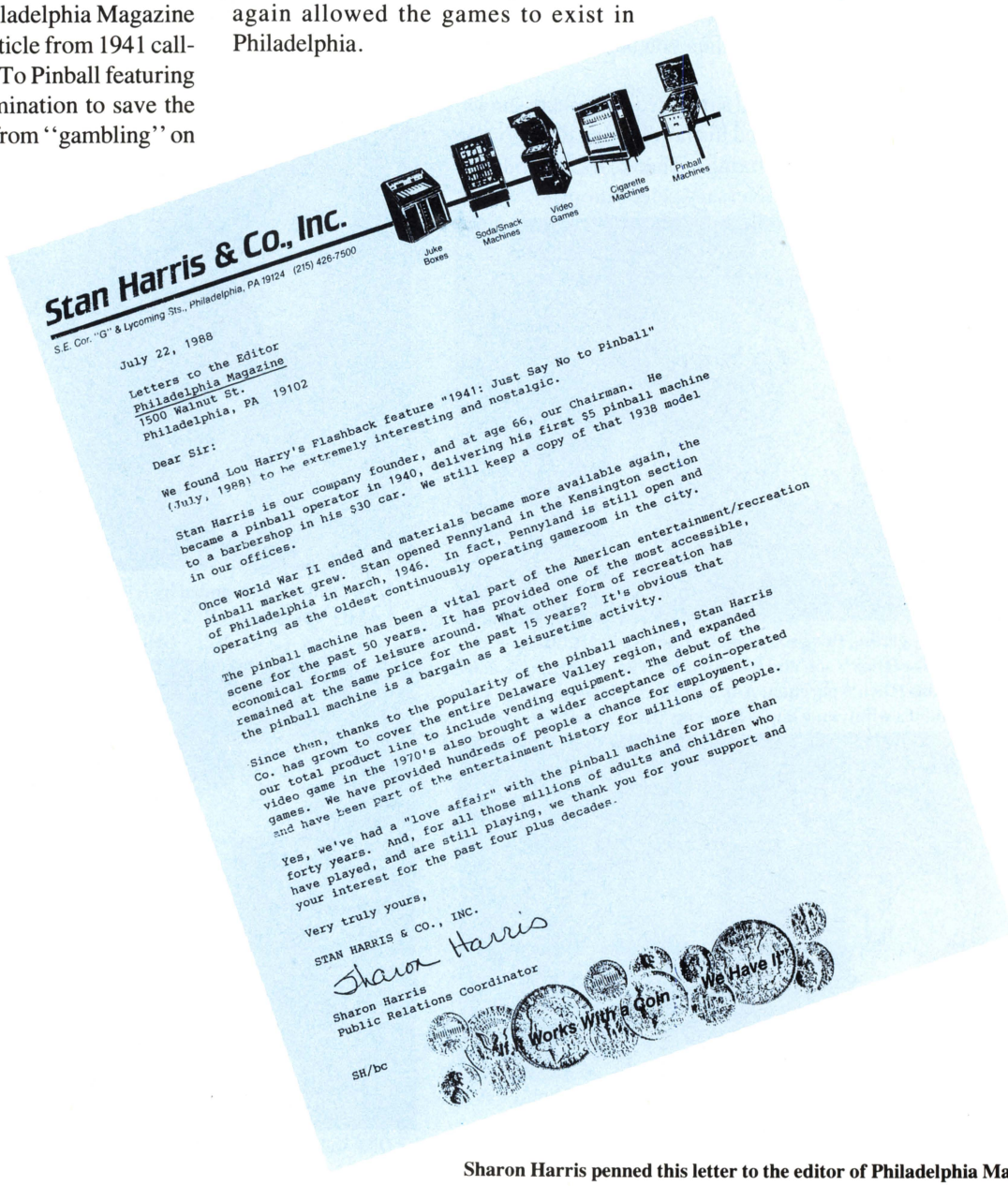
However convincing that argument seemed, the judge decided not only could pinball be confiscated if there was a witness to a payoff but also if the machine had a device to erase free games. In 1942 the ban was expanded to include machines that paid out in free games only. Of course, that essentially eliminated pinball — period.

But the ban wasn't tc last long. In 1943, the state superior court decided that pinball was not as bad as first thought and once again allowed the games to exist in Philadelphia.

pinball machines. In spite of an earlier Supreme Court ruling that pinball machines were games of skill, not gambling devices, the city vowed to get rid of any machine making payoffs and those were likely to be seized. The ruling stopped them from banning pinball outright.

Police challenged the supreme court ruling claiming, "pinball had become the most heavily patronized form of gambling in the city earning three times as much as the numbers racket."

Lawyers representing machine owners argued that, "the police had no more right



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July 22, 1988

Letters to the Editor
Philadelphia Magazine
1500 Walnut St.
Philadelphia, PA 19102

Dear Sir:

We found Lou Harry's Flashback feature "1941: Just Say No to Pinball" (July, 1988) to be extremely interesting and nostalgic.

Stan Harris is our company founder, and at age 66, our Chairman. He became a pinball operator in 1940, delivering his first $5 pinball machine to a barbershop in his $30 car. We still keep a copy of that 1938 model in our offices.

Once World War II ended and materials became more available again, the pinball market grew. Stan opened Pennyland in the Kensington section of Philadelphia in March, 1946. In fact, Pennyland is still open and operating as the oldest continuously operating gameroom in the city.

The pinball machine has been a vital part of the American entertainment/recreation scene for the past 50 years. It has provided one of the most accessible, economical forms of leisure around. What other form of recreation has remained at the same price for the past 15 years? It's obvious that the pinball machine is a bargain as a leisuretime activity.

Since then, thanks to the popularity of the pinball machines, Stan Harris Co. has grown to cover the entire Delaware Valley region, and expanded our total product line to include vending equipment. The debut of the video game in the 1970's also brought a wider acceptance of coin-operated games. We have provided hundreds of people a chance for employment, and have been part of the entertainment history for millions of people.

Yes, we've had a "love affair" with the pinball machine for more than forty years. And, for all those millions of adults and children who have played, and are still playing, we thank you for your support and your interest for the past four plus decades.

Very truly yours,

STAN HARRIS & CO., INC.

Sharon Harris

Sharon Harris
Public Relations Coordinator

SH/bc

If It Works With a Coin ... We Have It

Sharon Harris penned this letter to the editor of Philadelphia Magazine.

D & R celebrates Silver Anniversary

D & R Novelty Co. recently celebrated its 25th anniversary in the coin-op business and a move into a new 31,000 square foot facility in Rochester, Minn.

D & R's Dick Hawkins recalls the early days when he operated his first seven games. "I remember dragging those games up to my kitchen, which was on the second floor, to fix them. At the time I had a '49 Dodge pickup to work my route."

Dick has come a long way from those early days. He now services his extensive route with nearly 30 vehicles. Dick adds that he has bought out at least 35 routes claiming it is the only way to build a route. "If you try to steal locations from your competition, all you do is cause trouble. When you buy up routes, you build goodwill along the way."

The attendance at the June event surpassed many state shows; about 600 friends joined Dick and his family for a down-home barbecue complete with all the fixings. Thanks for a wonderful time; see you at your 50th anniversary celebration!!

It wasn't easy getting this group together but we did it! From left: Diane and Mike (Dick's son and his wife); Dick and Patti; Milly and Jim Hawkins (Dick's parents); Ann and David Hawkins (Dick's brother and his wife); and James Hawkins (Dick's youngest son).

Tim Penny (left), a representative from New Richland, Minn., was one of the congressional winners in the pinball tournament held in Washington D.C. in May. With him are Patti and Dick Hawkins, Jim Stansfield, Linda Winstead, and R.A. Green.

D & R's Chris Schwanke (center) with Diane Hawkins (Dick's daughter-in-law) and Diane's mother, Faye Schultz.

Dick (center) surrounded by friends: (from left) Clyde Knupp (next AMOA president), R.A. Green, Bill Cravens, and Mr. and Mrs. Glenn Charney.

Dick welcomes (from left): Doug and Carol Korver and Marilu and Bill Wohlers of Red Lion Vending.

It was an honor meeting Jim and Belle Stansfield (right) here with son Jim and his wife Marge.

(From left): Gene Winstead, Dick Hawkins, John Bell, Earl Gill, and Clyde Knupp.

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GUEST COMMENTARY

Whatever happened to the Volkswagen Beetle?

Aroun the country, operators, distributors, and manufacturers are complaining—many bitterly—about "how bad business is." It seems to me that what is needed is a lot more introspection and analysis, and a lot less bellyaching . . . because business is only "bad" because our industry is *making* business bad.

You may think I'm nuts when I say that business is NOT bad. But, wait! Before you cast me into the local asylum, consider these questions:

1. Are kids today spending less quarters because they don't like video games as much as they used to, or could it be because they often can't play the games they *want* to play?

2. How good would my business be if I could buy the really good games that are still making money but that are no longer available from my distributor?

3. What would happen to my video game collections—and my profits—if I could stop buying brand new, high priced dedicated games (which I must do to keep my location from my competitor) and use that money to buy kits in the $1,000 and under category? Kits like *Rastan, Bubble Bobble, Big Event Golf, Kid Niki, Pyros, Time Soldiers*, and *Twin Cobra*? And how about being able to buy kits of games that were never offered as kits like *Double Dragon, Rolling Thunder, Contra, Street Fighter*, and driving games no longer in production like *Out Run* and *Championship Sprint*?

Ours seems to be the only industry that wants to sell high priced BMWs and Mercedes (exclusively?) while not selling basic transportation like the Volkswagen *regardless* of how great the demand is for basic transportation.

Did Henry Ford get rich selling BMWs? Did Wrigley get rich selling high-priced chewing gum? Did Levi Strauss get rich selling high-priced wool slacks? How many car distributors get rich selling Rolls Royces and how many get rich selling Toyotas? Was the McDonald's miracle based on 19-cent hamburgers or $20.00 steaks?

How many operators can use $14,000 sit-down *After Burners* and how many can use $495 *Rastans*?

Trade magazine editors are constantly telling us that when times are tough, operators have to SPEND their way out of a depression. I agree. However, it seems to me that I should be given a choice about how to spend my money: VW bugs or BMW sedans.

If we really want this industry to get well, we will do so on a broad platform of alternatives, not a narrow ledge without choice.

Is business bad? If so, is it bad because of some distribution stupidities which result in keeping designers without a future and kids without games?

Is it bad because distributors are busy chasing accounts receivables instead of chasing manufacturers for lower-priced goods?

Is it bad because there are too many *Ghostbusters* and not enough *Double Dragons*?

Is it bad because operators are taking pool table profits to pay for video game losses?

If operators are not making a *profit* from games, is it because they can't buy what makes money for them, and instead buy what is forced on them?

Is productivity bad in the Soviet Union because people don't work? Or is it bad because the *system* doesn't reward productivity? Is our system working for us? Or are we working for the system?

Wouldn't business be better if operators could get rich buying games already proven in the market, instead of games hyped in the magazines? Wouldn't it be better if there was a free flow of product where the market decided what was shown on the distributor floor, and not the manufacturer?

Until now, our business was not only tough, but the final outcome uncertain. No longer. This "road of no choice" must lead to bankruptcy for the operator, catastrophe for the distributor and (economic) death for the software maker.

Capitalism requires profits to survive, not hype. And there will be no profit with a system where there is no choice.

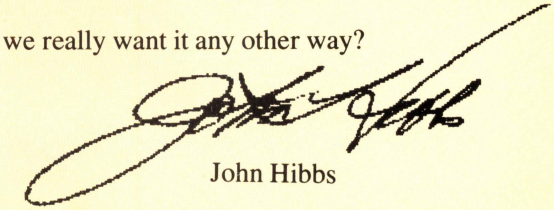
The road to solvency, even wealth, is one where we have an alternative . . . old games, new games, dedicated games, kit games, sit-down games, stand-up games, cocktail games, and system games.

We need continuous production runs for proven games, hopefully, with declining prices as software costs are recovered and as manufacturing costs are cut. And when we "get well" on proven games, we can then use our new wealth (profits) to "gamble" on "first run" games for our best locations.

Right now, we don't have much choice so each new purchase represents an incredible "gamble", one we have to make with the rent money instead of the stash money. As Jesse Jackson would say: "That's not right!"

With alternatives come risks . . . those who choose wisely will prosper; those who don't will fail. That's the American way.

Would we really want it any other way?



John Hibbs

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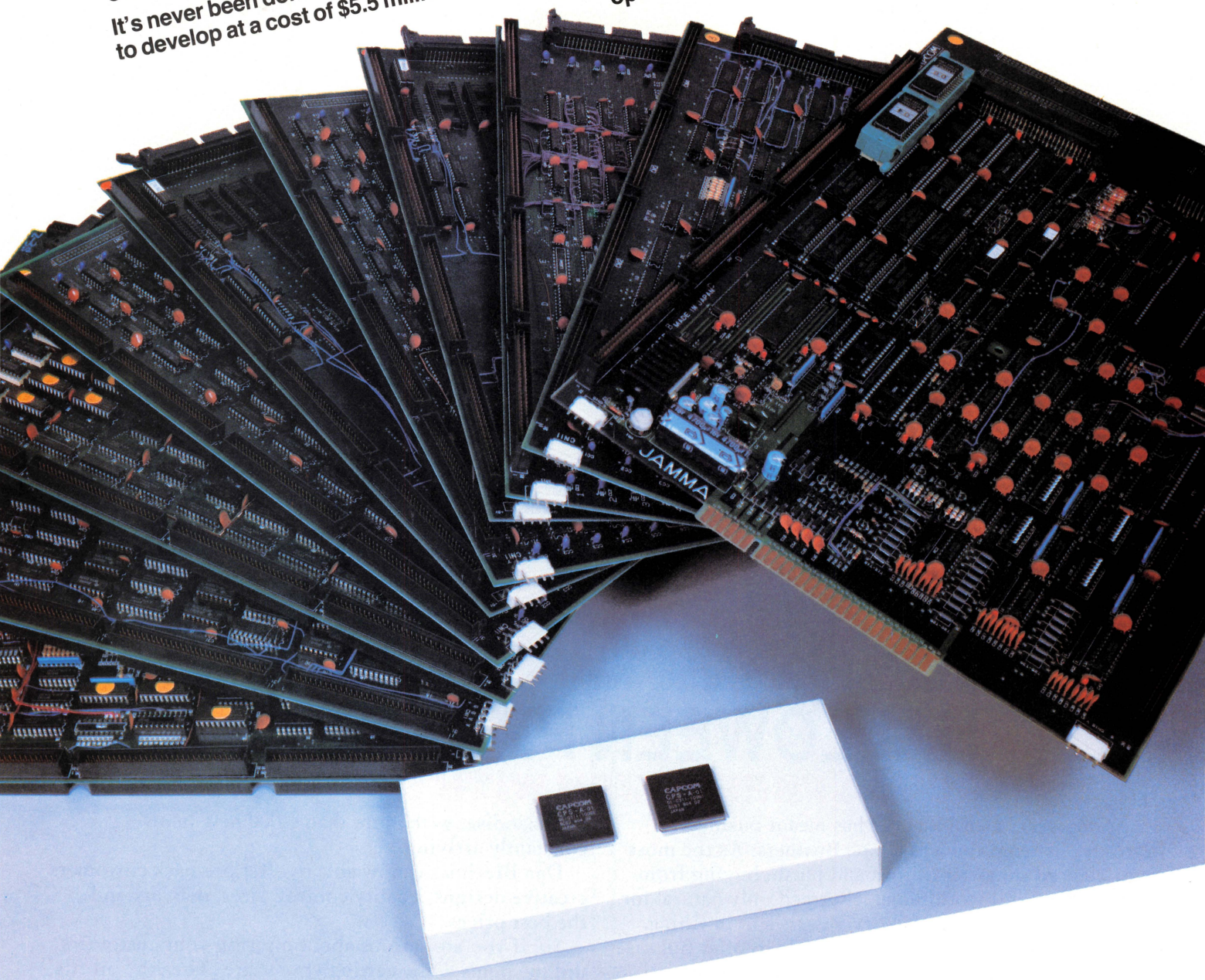

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Getting Off to a Good Start

Ten years ago, it seems that things were not really that much different than they are right now. Play Meter publisher Ralph Lally offered some tips for operators that included: 1) Set up an adequate bookkeeping system; 2) Keep records on all of your machines on location; 3) Work on public relations; and 4) Get involved with state and national associations. Of course, all are sound advice for operators today and in the future.

It was 10 years ago that the American Society of Composers, Authors, and Publishers (ASCAP) filed its first lawsuit against an operator for failing to comply with the new licensing requirements. ASCAP explained that it had waited over five months before filing any suits to give operators sufficient time to pay the license fee, which had gone into effect in January and required an $8 per year per machine fee. The copyright office claimed that out of 400,000 jukeboxes on location, there were 268,000 operating illegally. Only 132,000 had been issued licenses. The number the copyright office claimed was, from the beginning, a sore point with operators who felt the number of jukeboxes actually on location was much lower. The fee of $8 did not seem extremely unreasonable at the time. However, that amount has risen considerably and is a hefty $63 today with higher fees expected after 1989.

It was an honor for Play Meter to have interviewed Sam Stern 10 years ago. Stern had started in the coin-op business in 1931 when he bought five machines. He felt the industry offered more promise than the clothing business so by 1939 he had developed a large route and expanded his services with a Rock-Ola distributorship. Seven years later he entered the manufacturing end of the industry buying 49 percent of Williams Manufacturing. In 1959 he bought the rest of the company, selling it for Seeburg stock in 1964. He remained as president until 1969, then moved over to Bally as executive vice president. In December 1976, he took over Chicago Coin and with his son Gary formed Stern Electronics which remained a major pinball company for many years. Sam Stern passed away in 1984; Gary is working for Data East's pinball division in Chicago.

Coinman Sam Stern

Namco America, a subsidiary of Namco Ltd. of Japan, opened its doors in the U.S. ten years ago selling a game called *Shoot Away.* Satish Bhutani left P.S.E. to work for Namco setting up a distributor network throughout the U.S., Canada, South and Central America. Ironically, Bhutani was just recently named president of Atari, a company Namco has a major interest in.

In other news, Meadows Games, a manufacturer of coin-op games, was sold to Holosonics, Inc. and Paul Jacobs (now president of SNK) was named president; Sega Electronics began a major radio promotion to lure new customers to its Sega Game Centers; vending profits were reported to up 50 percent from the previous year; Betson was receiving excellent response to its pinball survival kits, something like a record one-stop for pinball; Rowe opened a new distributing office in Syracuse, N.Y.; and Ed Shore, general manager of Atlas Music and Novelty of Pittsburgh, passed away.

Jukeboxes were rocking to some now-classic tunes like "Three Times a Lady", "Grease", "Hot Blooded", Hopelessly Devoted To You", and "Last Dance" while game players plunked their quarters into the latest coin-op games which included games featured in Play Meter's new product section: Bally's *Lost World,* Atari's *Super Breakout, Lectronamo* by Stern, *Close Encounters of the Third Kind* by Gottlieb, Midway's *Dog Patch, Disco Fever* by Williams, Playmatic's *Last Lap,* and *Dark Invader* by Ramtek.

Electronic darts introduced

Electronic darts were introduced to the coin-op industry by Arachnid in September, 1978. *English Mark Darts* was called the space-age version of a standard dart board. Arachnid president, Paul Beall, in an obvious understatement considering the popularity of the game now, said, "This 25-cent per play unit is a natural for either casual impulse or organized team play in neighborhood bars, bowling alleys, campus rec rooms, military PXs, and similar locations."

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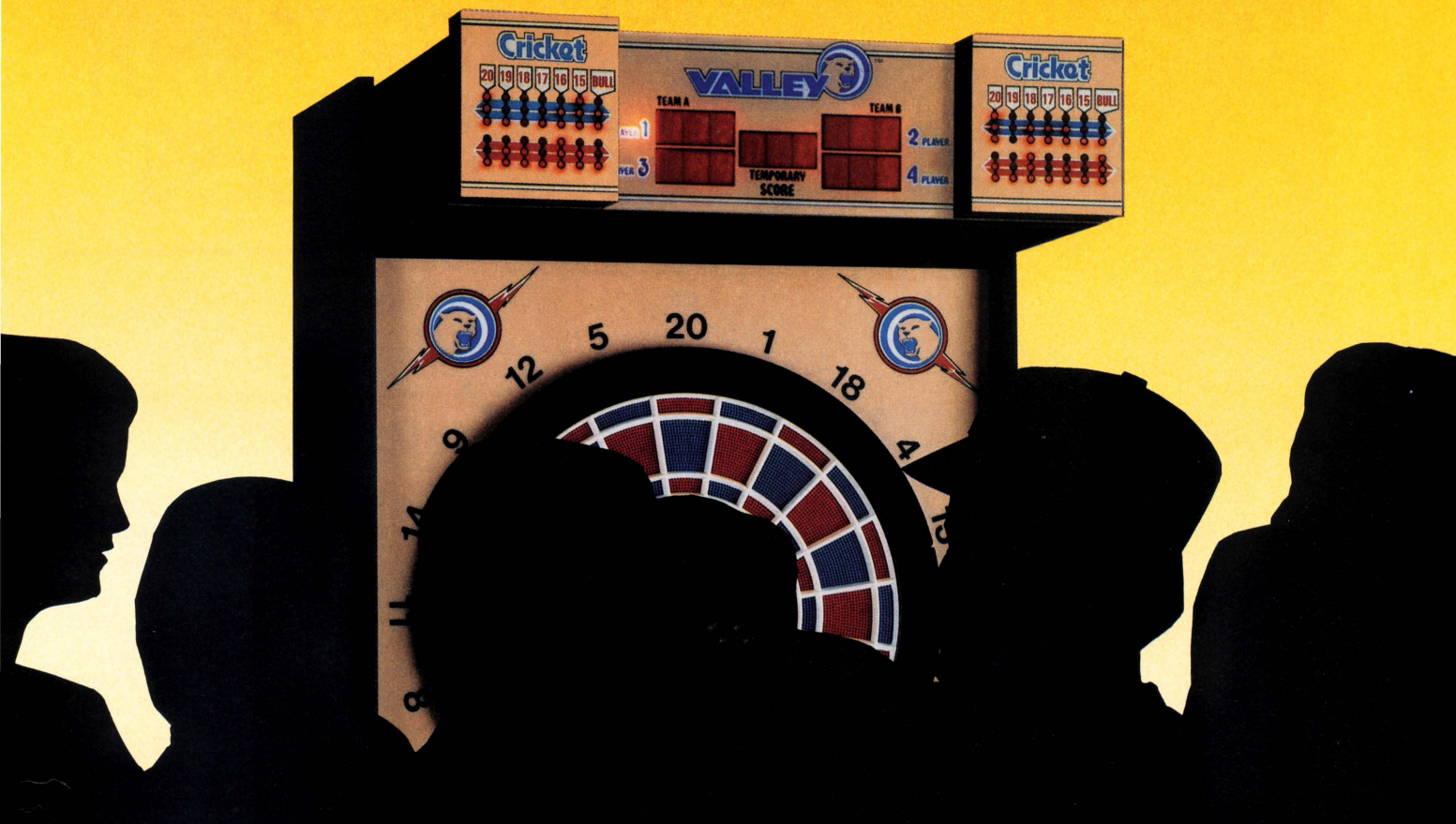

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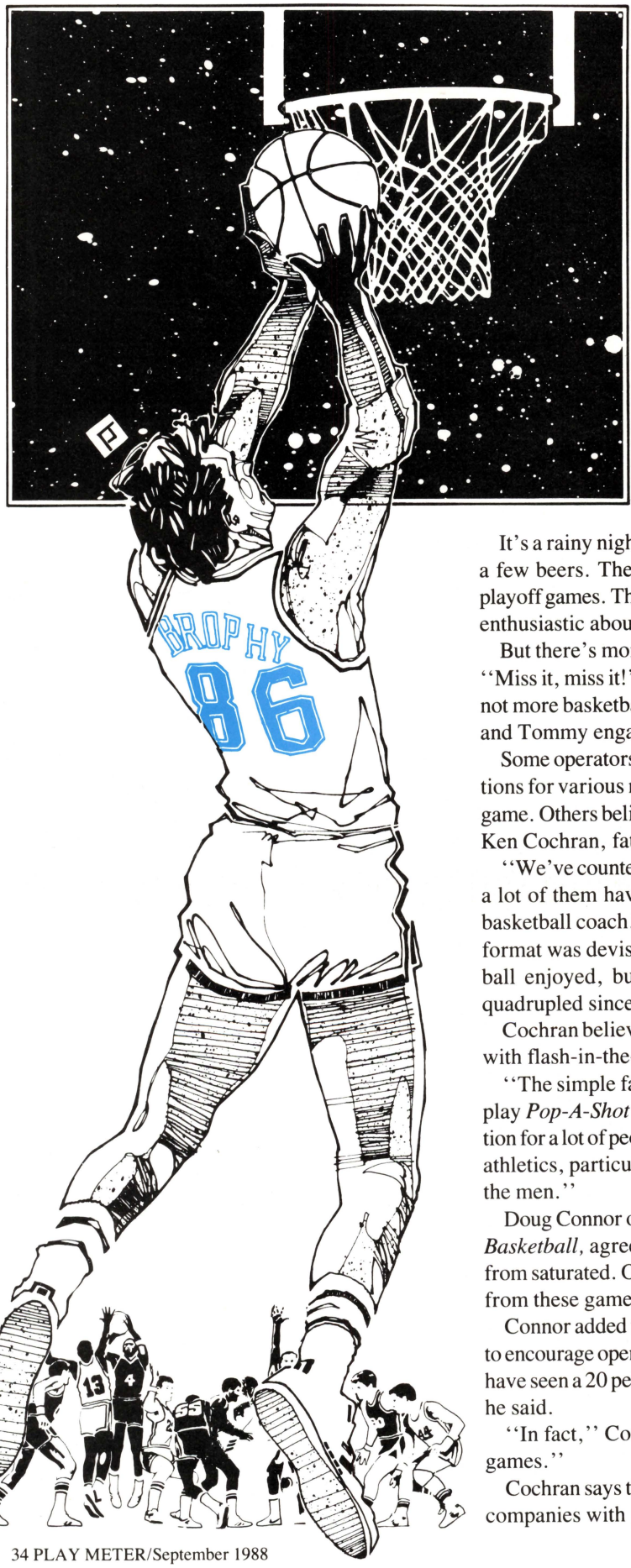

HOOP GAMES NOT BRIEF SHOT OF SUCCESS

"It's a hands-on game, not a blip on a screen."

by Christopher Caire

It's a rainy night in early June, a good night to belly-up to the bar and quaff a few beers. The big screen TV is showing one of the never-ending NBA playoff games. Though the playoffs seem endless, many of the patrons are quite enthusiastic about the exploits of Magic Johnson and Bill Laimbeer.

But there's more commotion going on in the bar's distant corner. Cries of "Miss it, miss it!" and "Not another three-pointer!" fill the air. No, these are not more basketball fans watching the Lakers-Pistons game. Rather, it's Bert and Tommy engaged in a heated battle of coin-operated basketball.

Some operators say they won't place coin-op basketball games in their locations for various reasons, citing the cost, set up time, and the sheer size of the game. Others believe basketball is just another fad in the coin-op industry. Not Ken Cochran, father of coin-op basketball and president of Pop-A-Shot.

"We've counted as many as 28 manufacturers of coin-op basketball, though a lot of them have gone down the tubes," said Cochran, a former college basketball coach. He introduced *Pop-A-Shot* in early 1985, though the basic format was devised in 1982. "We knew of the universal appeal that basketball enjoyed, but this has exceeded our expectations. Our business has quadrupled since 1984."

Cochran believes coin-op basketball is "here to stay," unlike video games with flash-in-the-pan popularity.

"The simple fact is, people love to shoot basketballs," he said. "You can play *Pop-A-Shot* and not have to worry about playing defense. It's an addiction for a lot of people, and not just men. There's been more interest in women's athletics, particularly basketball, so many women play our game along with the men."

Doug Connor of Gamemasters in Georgia, which manufactures *Master Shot Basketball,* agrees that basketball is more than just a fad. "The market is far from saturated. Operators are beginning to realize that they are making money from these games," he said.

Connor added that Gamemasters includes a promotion pack with each game to encourage operators to get involved with some kind of league program. "We have seen a 20 percent increase in play where a tournament program is used," he said.

"In fact," Connor continued, "redemption is also a plus with basketball games."

Cochran says there's still room on board the roundball bandwagon for those companies with good, quality games.

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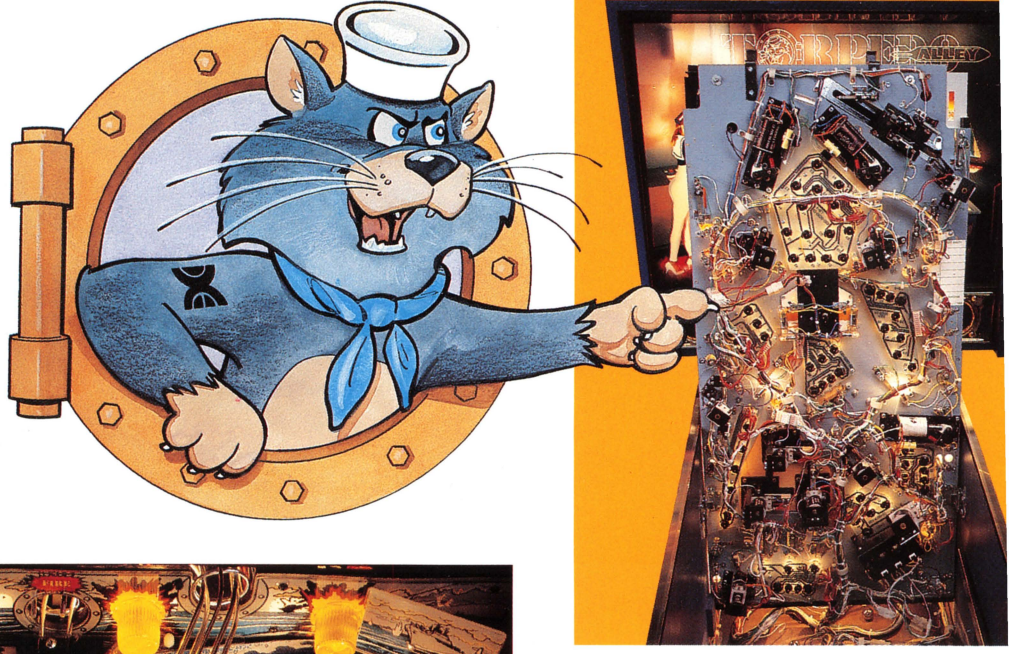

GAME FEATURES

S-U-B LANES. Making S (green), U (blue), B (yellow) –*First time:* Lights 2X, 5K spinner and spots matching colors. *Second time:* Lights 3X and spots matching colors. *Third time:* Lights 5X and spots matching colors.

TIME SHOT: 2X PLAYFIELD VALUES. Making either inside lane flashes the opposite top 2X light. Then, making within 10 seconds the top right spinner or top left scoring gate multiples playfield values by "2X" for 15 seconds.

DROP TARGET 3-BANK. Awards 25K, 50K, 100K, and extra ball.

INSTANT 2 BALL. Making left kicker twice, or center kicker *then* left kicker, releases 2 balls for multi-ball.

INSTANT 3 BALL. Making left kicker *then* center kicker locks balls for 3 ball multi-ball by making the left kicker or center kicker.

RAMP. Making spinner rotates ramp values from 20K, 30K, 40K, hold bonus, extra ball to special. The flashing value is awarded next time the ramp is made.

DESTROY THE FLEET. Hit spot targets to destroy ships. Each time a ship is destroyed, it records a green, blue, or yellow hit. Sinking a ship of each color flashes the "Destroy Fleet" light.

JACKPOT. Destroying any color ship four times lights jackpot for a possible total value of 1,200,000 points, to be awarded by making the ramp.

BUY-IN FEATURE. Players can "buy-in" within ten seconds of the end of the game to continue playing where they left off.

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"This game has been extremely good for a lot of them; it's made millions of dollars," he said. "There are many fine basketball games out there, and many of us will be around for awhile. "We're one of the few with patents, and we're associated with the NBA. There are two *Pop-A-Shot* games in the NBA Hall of Fame."

The latest company to enter the market is Merit Industries, which introduced *The Sooper Shooter Basketball Champ* in the beginning of July.

"Our research shows a strong market out there," said Dave Rubenstein, Merit's national sales manager. "Basketball games are successful and making a lot of money for operators."

Merit, a company that has seen the advantages of league and tournament play in the electronic dart arena, offers a full tournament and trophy kit for locations. "We believe coin-op basketball is a product that will last a long time," Rubenstein said. "Merit has promoted extensive regional and national dart tournaments. We know how to keep something going long after people would've thought the popularity has died out."

Basically, there are two versions of the game; those with small balls and the other, regulation size balls. Each has its own advantages in different locations. If a location is predominantly youngsters and/or women, your best choice may be the smaller balls. However, if your location is a place where men congregate, the larger ones may be more appropriate.

Operators share positive reactions

Dick Hawkins of D & R Novelty in Minnesota says his company bought its first coin-op basketball games two years ago for between $3,000 and $3,500 apiece.

"Some of the newer games are cheaper, but we're still running the original 10 or 11 games; they've held up," he said. "Ours is primarily a street route, so there's a lot of moving around. We've found basketball to be a nice addition to this. You can earn some good money operating out of certain locations."

The prime locations, Hawkins says, are sports bars, theme parks and arcades. The return on investment, as a rule of thumb, should be no later than 12 months; Hawkins has gotten it back in six months in some cases.

"For the long run, construction is important," he said. "A sturdy game with steel construction will last for 10 years. Plastic construction might be acceptable if an operator is only planning on having the game for the short run.

"Size becomes important too, because not all locations have 12 foot ceilings and a lot of room."

Gamemasters' Connor adds that PVC-constructed games are sturdy, durable, lightweight and virtually maintenance free. If a pipe breaks, a replacement is as close as the nearest hardware store. Steel is the other most common construction material. Though the games are solidly built and sturdy, therefore long-lasting, steel has the disadvantage of being harder for operators to move from location to location. Aluminum is lightweight yet probably not worth the expense estimated to

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be about twice the price of other games. There's even a basketball game constructed of wood (oak), offered by a manufacturer in Akron, Ohio named Many Hoops.

A coin-op basketball game should last five years if taken care of properly, Connor added. Operators concerned with the space basketball takes up (two video games' worth), or the set-up problems involved quickly forget when they see the money basketball brings in, he said. In fact, assembly can take as little as two hours, Connor noted.

Operators complain that patrons take a fond liking to the basketballs and too often take them home. But even at the worst case scenario, Connor doubts that operators would ever have to replace more than two balls per week. The small balls average about $5 apiece to replace; larger ones about $15. Coin-op basketball offers a wealth of promotional possibilities, Hawkins says, including high scorer prizes and a ticket vendor aspect.

"I think if basketball is treated properly, and the market isn't saturated, then it will last for a long time," he said. "Basketball is good in that it doesn't change constantly like video games."

Bob Havey, manager of the Lyla Corp. in Vermont, says the future for coin-op basketball looks rosy.

"We knew of the universal appeal that basketball enjoyed, but this has exceeded our expectations."

'We've got five now and would like to have more," he said. "Basketball is quite popular, and I think it will continue to gain in popularity. It's a game of skill that requires some talent, like pool or foosball. Basketball is unlike video and pinball in that sense."

It is common to gross $400 a week from a location with basketball, Havey says. "It's a quick money-maker, with 50 cents for every 45 second game. That's better than pool."

Lyla Corp. paid $2,500 apiece for its Grayhound *Championship Basketball* game. The physical nature of the game leads to breaks in the pipe and plexiglass, Havey said.

"It requires a little more service, but the income makes up for that," he added.

Like Hawkins, Havey believes sports-type locations are the best for coin-op basketball.

"Bars, for example, with pinball, pool and sports-minded people make the most profitable locations," he said. "Basketball is a very popular sport, and during certain times of the year the game does better, like during the NCAA Tournament and the NBA Playoffs.

"Basketball games are successful and making a lot of money."

"Patrons will go into a bar just to play the game," Havey continued. "They love to show their skills and compete with their buddies for a beer. It's a hands-on game, not a blip on a screen."

Havey says the two features he likes best are three-point baskets during the last 15 seconds, along with free games for certain scores.

"It gives them something to shoot for, trying for 40, 50 or 60 points," he said. "We give free games at 40 points."

Other coin-op basketball games offer music enhancement, a photo eye sensor, a high score winner bubble light, four period game play, LED readouts, and fast ball return for quick play. Merit included a one- or two-player option, a spotlight for darker locations, standard dual coin mechanisms, adjustable one- to four-coin play, adjustable play time, an optional overhead netted canopy, and time and scoring displays for one or two players on its new game. So the next time you see huddled masses whooping and hollering in the corner of your favorite sports bar, don't become alarmed. It's probably just some aspiring jocks vying for bragging rights on a coin-op basketball game.

ASK THE OPERATOR

Question:

Do you operate basketball games?
If yes, why? If no, why not?

A Chuck Queen
Abraxas Vending Inc.
Frisco, Colo.:

Yes, we have one and plan to get more. I like the basketball games; their only limitation is finding locations with high enough ceilings.

We got into basketball not too long ago. In the future, we'll probably put other basketball games in sports-oriented bars.

A David Peck
Family Amusement Corp.
Los Angeles, Calif.:

No, we don't operate them for two reasons. First, they're too big. Second, basketball games are a novelty-type thing. You need a specialty location if you're going to operate them. It's just something we've elected not to get into.

A John Estridge
Southern Games Inc.
Nashville, Tenn.:

Yes, we're operating a few of them now, and we're going to put some of the newer ones in locations right away. The older basketball games had scoring problems, assembly problems, and were easy to cheat. But the newer ones are better. They're metal, they're sturdy enough to stay together, and they come apart in two or three pieces. Most of the past problems have been solved; we're looking at a couple of these newer games for our locations.

Basketball games should continue to be profitable because they are very popular with young athletes between 14 and 26 years old. They seem to enjoy shooting the basketball.

A Bob LaBerge
Teddy Bear Amusement Co.
Boston, Mass.:

Yes, we operate basketball games; they make money. We were one of the first in the area to buy the original *Hoop Shot* basketball games, and we've kept with them.

Basketball has been a mainstay in arcades, making money for us day after day. I think they'll continue to remain popular.

A Weyman Moon
Variety Distributing and Amusement Co.
Atlanta, Ga.:

We had one before, but presently we don't operate basketball games. The biggest reason is most locations don't have the room. They're too tall and too long. A lot of my street locations only have room for a few video games, but I'd put basketball in if they wanted it and had the room. I think it's a good game.

A W. Thomas Large
Time Out Amusements
Columbus, Ohio:

Yes, we've been operating basketball games for a while. But it's a novelty piece; it isn't for every location. Ours are primarily in sports bars.

Basketball games are a consistent money-maker. We use a smaller ball, so everyone including women and young children can play. Basketball has been around for a long time; everyone knows it and understands it. The game is a lot of fun.

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Antique jukes to hit the big screen

by Christopher Caire

Remember those old Elvis movies, the ones where we suffered through his "acting" while waiting for him to break out in song? They may not have been Oscar material, but no one can deny their popularity.

Some Hollywood filmmakers apparently haven't forgotten the successful formula either, even in this era of big budgets and special effects wizardry. They're set to release the Elvis-themed movie *Heartbreak Hotel* in the fall, complete with a scene featuring an antique Seeburg M-100C jukebox.

The jukebox, along with about 18 "wallbox" jukes, were provided courtesy of TAVS, Inc., an operator based in Bryan, Texas since 1958. It seems TAVS, owned by Ross Todaro, had just the jukeboxes that the filmmakers were looking for.

"They wanted to recreate a scene from an old Elvis movie, where he's in a hamburger joint," said Trey Smith, Todaro's son-in-law and a technician at TAVS. "The scene called for Elvis to sing for a guy's girlfriend, and he's standing by a jukebox. Later, there's a fight, and Elvis gets knocked against it."

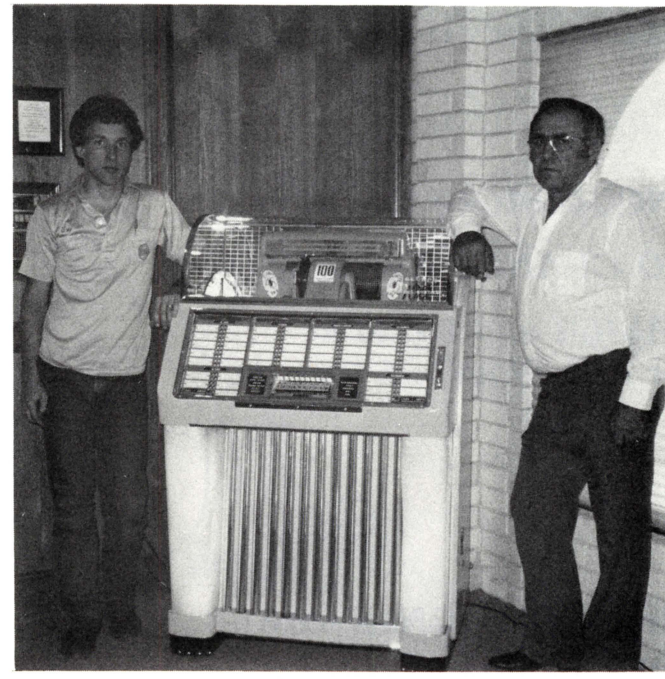
That scene was recreated in *Heartbreak Hotel*, which stars David Keith and Tuesday Weld. But to ensure authenticity, the producers wanted the old Seeburg jukebox. They went to the right place, for TAVS, specifically Todaro and Smith, have a collection of 50 to 60 Seeburgs, Wurlitzers, Rock-Olas and Rowes. The jukeboxes are from the 1940s and 1950s, but the ones from the 40s are worth more and more popular, Smith said.

Todaro, Smith and his wife Grace Anna were on location for the shooting, which took place in March in Taylor, Texas and nearby Austin. The producers wanted a technician there in case of jukebox malfunctions, Smith said. But his duties were not limited to behind-the-scenes work.

"They asked me and my wife if we wanted to be extras in the movie," Smith recalled. "It was a lot of fun. You really see what goes into making a movie. Like the scene at Rosy's Cafe, the hamburger joint in the film. It was about a 10-minute scene, but it took three days to shoot it. Everything had to be just right, filmed from every angle."

Smith added that when *Heartbreak Hotel* is released in Bryan, the movie theater there will have that same shiny Seeburg M-100C smack dab in the center of the lobby.

Pass the popcorn, and don't step on my blue suede shoes.



Ross Todaro, Sr. (r), and Trey Smith with the Seeburg M-100C, set to make a movie comeback this fall in *Heartbreak Hotel*.

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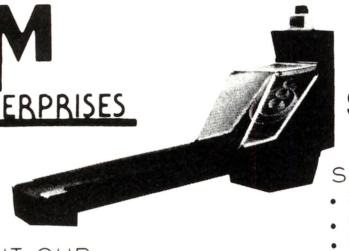
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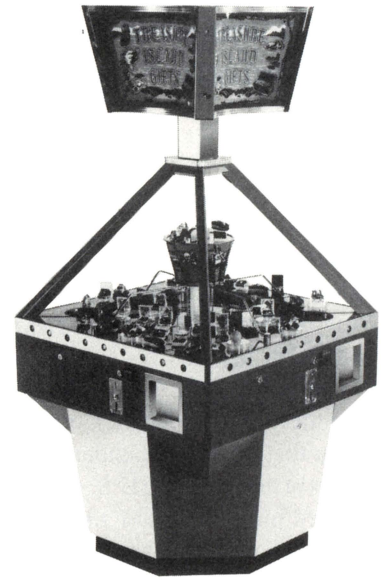

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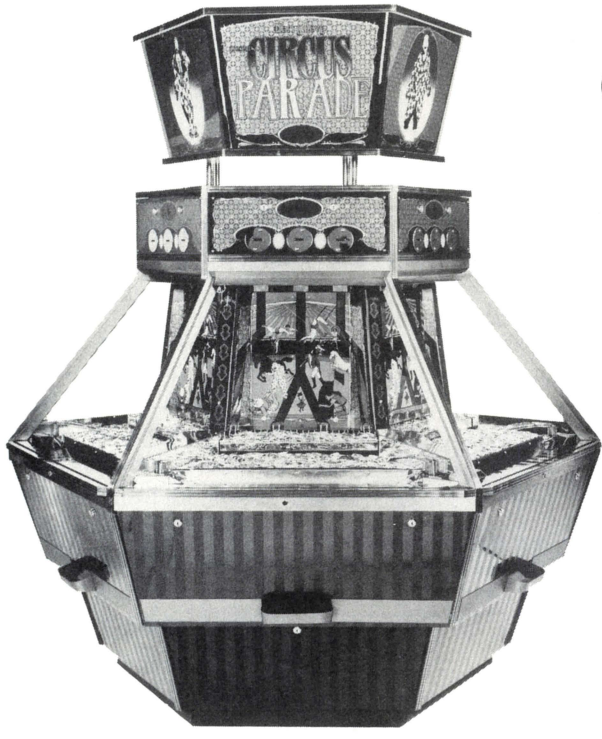

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NEWS

AMOA gives view on parallel boards

The following is a statement by the Amusement and Music Operators Association (AMOA) regarding the issue of parallel boards:

"AMOA has been asked recently by the press and others to comment on litigation presently ongoing between Red Baron-Franklin Park, Inc. and Taito American Corp, Taito Corp. and the AAMA with regard to the legality under the Copyright Act of parallel boards and under the antitrust laws of the sale in the U.S. of games in dedicated form only. AMOA will not take a formal position on the merits of the litigation. Each AMOA member should determine for itself whether it wishes to support the Red Baron case financially.

"However, AMOA's board is concerned with the more general business issues which generated the case. The sale of games in kit form in countries other than the U.S. and the sale of game boards in other countries at much lower prices than are charged operators for the same boards in the U.S. provides strong economic pressures for U.S. operators to purchase kits and boards from foreign sources. As long as foreign operators are able to purchase kits and boards at prices substantially lower than those charged U.S. operators for the same boards or for the same games in dedicated form, U.S. operators will naturally attempt to remedy a price differential which is unfavorable to them by purchasing from overseas sources.

"AMOA believes that game manufacturers should pursue marketing and pricing policies which result in all game operators being treated equally regardless of their geographic location. If true equality of treatment among operators existed, AMOA believes that the use of parallel boards would disappear.

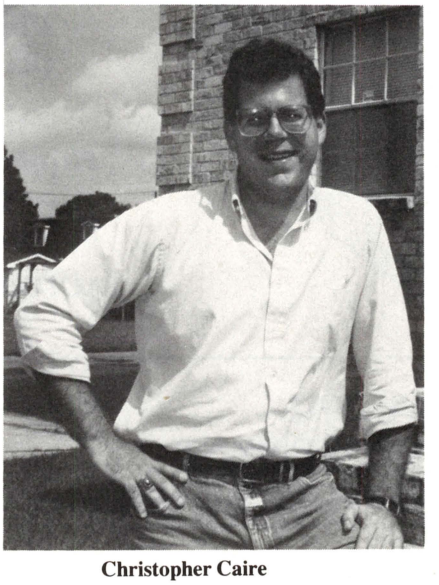
"AMOA's views have been reinforced by recent decisions of the Supreme Court and the Court of Appeals for the third Circuit. In the COPIAT decision, the Supreme Court refused to set aside customs regulations that permit the importation of parallel goods where the foreign and U.S. trademark owners are owned by the same business entity or are subject to common control.

"In the *Sebastian International* case, the Court of Appeals held that where copyrighted products are made and sold by the copyright owner in this country or elsewhere, the "first sale doctrine" extinguishes any right later by the copyright owner to control importation of the copies. AMOA strongly endorses the Third Circuit conclusion: 'We think that the controversy over gray market goods, or parallel importing, should be resolved directly on its merits by Congress, not by judicial extension of the Copyright Act's limited monopoly.'

"As expressed by the Third Circuit, the law does not support efforts by manufacturers to prevent parallel imports. Unless Congress changes the law clearly to prohibit parallel imports, AMOA believes that any further enforcement activities against parallel imports by manufacturers are inappropriate."

Caire named PM news editor

The staff of Play Meter announces the appointment of Christopher Caire to the post of news editor. Caire's main responsibilities will include News, State Update, Tournament & League News, and Trade Accessories.



Christopher Caire

In addition, Caire will be contributing feature articles, enabling Play Meter to further enhance coverage of the industry we all love.

Caire is an experienced journalist, having just recently been the Eunice, La. bureau chief at the New York Times-owned Daily World newspaper in Opelousas, La. He is a native of New Orleans and received his journalism degree from Louisiana State University. Look for him at upcoming industry events.

Madden to speak in Reno for ACME '89

John Madden, the fiery football coach turned CBS television analyst, will address a motivational seminar during the 1989 American Coin Machine Exposition (ACME), to be held at Bally's Hotel in Reno on Feb. 23-25.

Madden has gained notoriety recently for his colorful delivery as football analyst for CBS Sports, a job he's held for the past nine seasons. He's won three Emmy Awards as television's "Outstanding Sports Personality/Analyst," along with the Touchdown Club of America's "Golden Mike Award" in 1982.

Besides broadcasting, Madden has become one of the top commercial spokesmen in the advertising world. He's appeared in TV, print and radio ads for Miller Lite Beer, Ramada Inn, Canon, Toyota, Exxon, McDonalds, Drexel Burnham and Ace Hardware. Madden has also written two best-selling books with Dave Anderson, with a third due for publication in September 1988.

Madden began his career as an NFL head coach in 1968 with the Oakland Raiders. He compiled a record of 103-32-7, leading the Raiders to seven Western Division titles and a victory over the Minnesota Vikings in Super Bowl XI.

ACME '89 will be held from Thursday to Saturday, a change in pattern that is expected to strengthen the last show day. The theme is going to be "Play It Again," in honor of the jukebox's 100th anniversary.

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Taito America Corporation's RALLY BIKE, the newest and most exciting motorcycle racing video game, leaves all others in its tracks. With up to 8 thrilling rounds, the player is constantly challenged by his opponents to reach the finish line and qualify for the next race.

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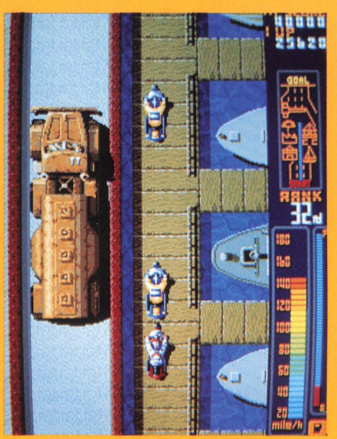
ted in the U.S.A.

- Using the "THROTTLE" button to accelerate and the "BRAKE" button to slow or stop the cycle, the player is given complete control of his speed.

- The player uses the "JOY-STICK" to avoid obstacles and maneuver his cycle safely to the finish line within the Qualifying Time.

- A helicopter arrives to assist the player by dropping "POWER UP" items on the track ahead. The player uses these items for additional fuel, increased speed, extra points and "special" helpers to destroy other bikers.



- Special road signs alert the player of approaching gas stations, railroad crossings and the goal or finish line.

- The player has the option to buy-in and continue play.

ROUND #1	SFO RACE	RANK 30
ROUND #2	LAX RACE	RANK 25
ROUND #3	• • • BONUS STAGE • • •	
ROUND #4	PHX RACE	RANK 25
ROUND #5	DEN RACE	RANK 20
ROUND #6	• • • BONUS STAGE • • •	
ROUND #7	SFO RACE	RANK 15
ROUND #8	N.Y. RACE	

- "GAME OVER" occurs when the player runs out of fuel or fails to beat the Qualifying Time.

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AAMA and AMOA co-sponsor program

The American Amusement Machine Association (AAMA) and the Amusement & Music Operators Association (AMOA) will co-sponsor a poster/flyer campaign featuring major sports celebrities to promote public awareness of child abuse and its prevention.

AAMA and AMOA will be working with the National Committee for the Prevention of Child Abuse (NCPCA). They'll seek the placement of public service announcements in national magazines to bring attention to this serious national problem.

Bob Fay, AAMA executive vice president, said the poster will be distributed to businesses throughout the country. It features New York Yankee's All-Star Don Mattingly and his family, along with NFL television analyst John Madden. "We are also hopeful that the posters will be distributed to schools throughout the U.S.," Fay said.

Bill Carpenter, AMOA executive vice president, said: "We are delighted to work with the National Committee for the Prevention of Child Abuse on this worthwhile project."

Fay said that two AAMA members, Bally Midway of Franklin Park, Ill. (now owned by WMS Industries) and Premier Technology of Bensenville, Ill., have donated pinball games for an auction at NCPCA's Gold and Silver Ball. It will be held in Chicago on Sept. 16.

AAMA has previously assisted Mothers Against Drunk Driving (MADD) by producing a public service announcement to focus attention on the drunk driving problem.

Operator Paul dies in Fla. plane crash

Don Paul, a well-known operator in the coin-op industry, was killed in a plane crash on July 24 in Daytona Beach, Fla. Details as to why the plane crashed were unavailable at press time. Paul was 45 years old.

He owned and operated Fannie Farkles Arcade in Gatlinburg, Tenn. with his wife Marion. Paul was also co-owner of Walking Charlie's Arcade in Daytona Beach. He had a pilot's license and traveled frequently.

Said Wylie Irwin, a close industry friend, "Don was an outstanding businessman, the kind of person you want to point to and say: 'Now this is what the amusement business is all about.'" Other friends acknowledge that Paul will be sorely missed in the coin-op industry.

U.S. Games expands; Sims appointed

U.S. Games, Inc. has relocated to an expanded, 20,000 square foot facility in Norcross, Ga., increasing the amount of available manufacturing space.

Said U.S. Games President Mike Pace: "The additional manufacturing space enables us to meet the steadily increasing

Fast Action Exciting Profits

Air Hockey® by Dynamo!

Take advantage of the proven earning power of the fastest, most exciting coin operated sport ever. And it's built with the same quality you've come to expect from Dynamo.

Long term player appeal is insured by many exclusive Dynamo features, including:

- Heavy duty, long-wearing laminate top for speed and player appeal. Easy to clean.
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number of orders we have been receiving for our countertop hit, *Super Duper Casino*, and to build other product lines simultaneously.''

The first new game out of the facility is an electronic sports game with interchangeable backboards for *Pro Passer* in the football mode and *Pro Shot* for basketball.

In a related move, Ray Sims has been added to U.S. Games as the vice president of operations. He will head the expanded manufacturing effort.

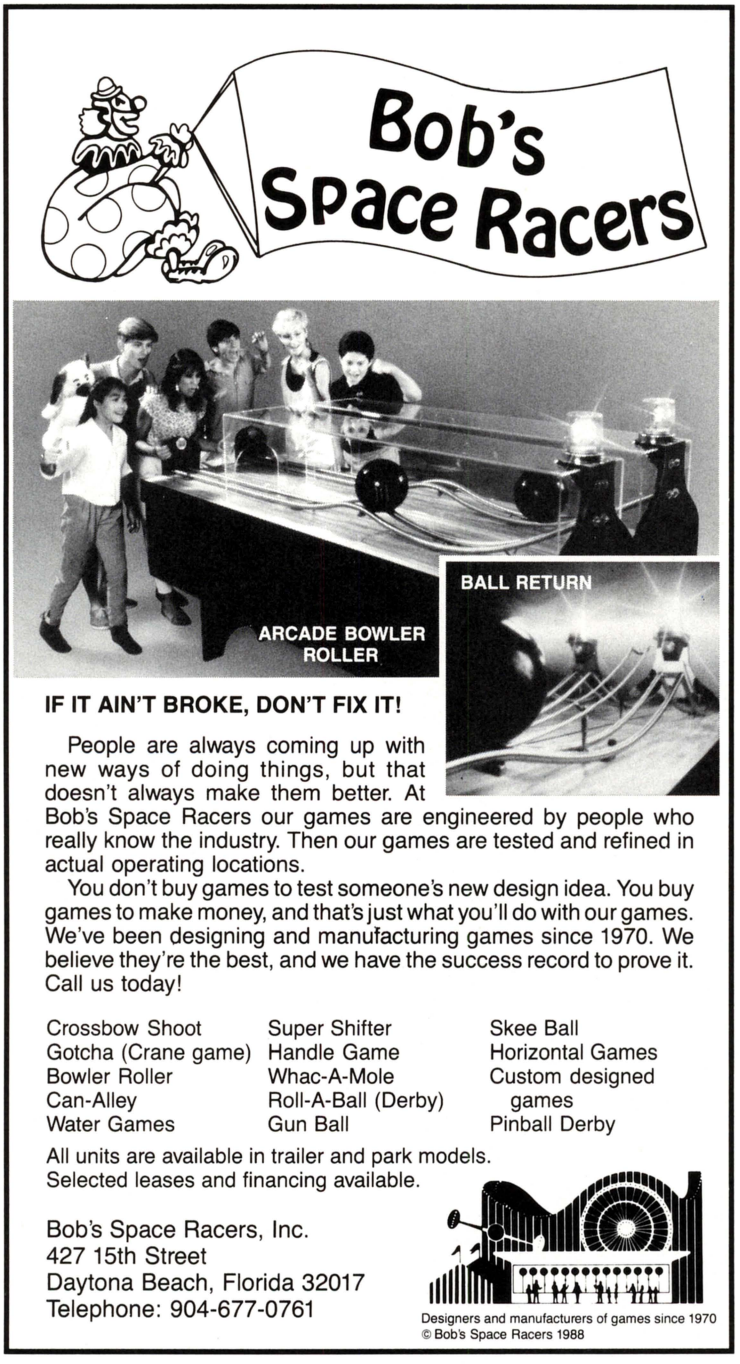
Sims, an Atlanta native, has an extensive technical and plant managerial background. As an aerospace engineer, he designed and built products being used by the U.S. to monitor activities on the moon. In the mid-80s he managed production for Quadram Corp., an Atlanta-based manufacturer and marketer of personal computer enhancement products.

Sims has also developed the manufacturing process for the video distribution equipment division of Scientific Atlanta.

''We are installing the procedures which will not only allow us to meet the demands for more product but do the complete fabrication and manufacturing process in-house,'' he said. ''The resulting U.S. Games manufacturing process is one that enables us to maintain complete quality control, as well as be responsive to each individual operator's needs.''

Pace said U.S. Games has sought someone with Sims' talents and experience.

''For some time we have been looking for the right person to provide the manufacturing expertise we need to launch new product lines,'' he explained. ''Ray Sims and our new facility have given our creative team, comprised of game designers Stanley Martin, Ray Bell and myself, the opportunity to devote our energies to the design and development of a host of new products.''



Liberatore honored as ''Man of Year''

Don Liberatore of Don Records in Farmingdale, N.Y. was named ''Man of the Year'' at the AMOA N.Y.'s 51st annual convention, held at Kutsher's Country Club in Monticello on June 23-26. He was also presented with an award from Atlantic Records for distinguished service in sales of Atlantic's records.

The music and game association had voted this year to include cigarette and full-line vending membership. As a result, Brown & Williamson Tobacco Co., Lorillard, Inc. and R.J. Reynolds Tobacco Co. attended the convention, making it one of the most successful ever. Also in attendance were representatives of record companies, including Atlantic and WEA.

TeleStrategies hosts Pay Phone Expo

TeleStrategies, Inc. will host the Eastern Pay Phone Expo in Washington, D.C. on November 7-9. The company's Western Expo, held this April in Las Vegas, attracted 1,700 industry participants.

Among the exhibitors scheduled for the Eastern Expo are: Acoustics Development Corp., American Telenet, AMNEX, AT&T, Coin Security Systems, Elcotel, Fab Tech, Fortec, Greater Southwest Telephone Co., Halle Telecomm, Intellicall, JM Industries, National Telephone Services, Northern Telecom, Palco Telecom, Phillips & Brooks and Public Telecom Corp.

For more information, contact Heidi Hagedorn at (818) 883-1203, or TeleStrategies' headquarters at (703) 734-7050.

AAMA/AMOA sponsor U.S. team gameroom

The American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA) will co-sponsor a gameroom for the 1988 U.S. Olympic team and staff in Los Angeles during final processing before the team leaves for Seoul, South Korea.

The gameroom will be open at the Los Angeles Hilton Hotel from Aug. 24 through Sept. 11. Coin-operated amusement equipment such as video games, pinball games, electronic darts and a jukebox are to be featured. Members of AAMA and AMOA will supply the equipment, which is going to be set on "free play" while housed at the Hilton.

"We are happy to have the opportunity to work on this project," said AAMA executive vice president Bob Fay. "Now that plans have been finalized with the U.S. Olympic Committee, we are ready to move ahead full speed to make this room entertaining for our U.S. athletes."

Bill Carpenter, AMOA executive vice president, added: "The game room will give our U.S. Olympic team a taste of home before the competitions in Seoul."

ITC makes it easy to run leagues

ITC announces the availability of its new product, League Executive, for Fall '88 leagues. ITC now has three league programs—League Secretary, League Scheduler and League Executive—that employ its "Easy To Use" software for professional and accurate results in little time.

League Executive is one program that handles the administrative tasks for all league-type games: Cricket, 301, 501 and other dart games, pool games, volleyball, baseball, horseshoes, etc. The program allows the user total flexibility in report feats and formats; plus, he can schedule all of his leagues with perfect home/away balance.

League Executive, along with League Secretary, lets the coordinator maintain, update and print the player and the team, evaluate the proficiency of players/teams, print mailing labels, perform scoresheet calculations, and check errors.

For more information on the ITC programs, contact Kit Hanley at (612) 884-6604.

Vending companies report rise in sales

Profits before income taxes increased by 6.9 percent from 1986 to 1987 for vending companies participating in the annual Operating Ratio Report of the National Automatic Merchandising Association (NAMA). Their average pre-tax profit margins remained unchanged at 4.9 percent, the report showed.

Sales for 107 participants who furnished data in both years rose by 8.5 percent in 1987 to a total of $1,338,536,000, according to James A. Rost, NAMA president.

The report, compiled from data of member firms by Price Waterhouse, showed that the 1987 average cost of sales for all participants at 45.4 percent, with operating expenses at 51 percent.

Payments to customer locations (commissions) averaged 7.6 percent of sales, compared to 7.8 percent in 1986. However, this ranged widely between company size groupings. Total payroll costs were up slightly, from 23.8 percent to 24.1 percent.

Average pre-tax profit margins were highest, at 5 percent of gross sales, for companies with total sales of $10 million or more. They were lowest for companies in the $750,000 to $2 million and $5 to $10 million sales categories, at 3.1 percent.

Rost said the report, which also gives data for non-vending (manual) food service, provides financial information that should prove to be useful to vending operators in evaluating their operations and enhancing their competitiveness.

The complete report is available to the members of NAMA at a cost of $50 a copy; non-members can buy it for $200. Rost added that $150 of the non-member charge may be applied to membership dues within 60 days of paying the non-member price. NAMA member companies which participated in the survey received copies free of charge.

— Prestige Games Presents —

The Most Unique Game On The Market Today.

Proven over the past 6 years to be the most exciting video amusement game in America.

Dimensions:
Unit – H-60" × W 24½" × D 28"

Note: The operation of these games and the features, therein may be subject to various state, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

Quarterhorse Features:

- 19-inch monitor – new clean PC Board – new heavy-duty, industrial-type disc player – dual coin entry and optional bill acceptor – stylish design compatible with all decor.
- Remote monitors to increase audience participation – electronic audit system – Adjustable number of credits – Easy play to generate greater profits.
- 2-player game – "Double Odds" feature, on a random basis, will award the player double the odds displayed on the tote board.
- Time tested, state-of-the-art technology – On screen diagnostic program for easy testing of all switch inputs, lamps, audio generator and random number generator plus a complete analysis of accounting information.
- Special optional modifications are available such as redemption option.

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DISTRIBUTORSHIPS AVAILABLE

Brechner to begin supplying kits

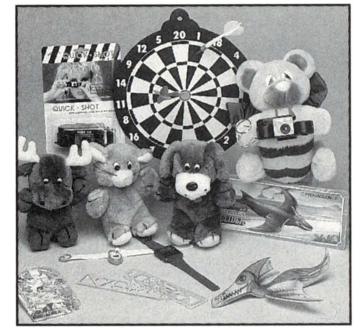
Dan Brechner and Co., Inc., already a manufacturer and importer of plush toys, will now be a major supplier of pre-mixed kits and full cases. The international company offers a full spectrum of designs in each kit, with special kits and seasonal kits as well. Over 1,000 new items arrive constantly.

Dan Brechner and Co. offer the unique advantages of having its own manufacturing facility in China, thus the elimination of middle-men costs. It also offers direct access to the 1,000-employee factory.

For further information, contact Dan Brechner and Co., Inc. at toll free 1-800-645-8142.

Atlas distributes Litton Microwave line

Atlas Distributors in Pittsburgh, Pa. became the exclusive Litton Microwave Cooking products distributor as of July 1, covering the western Pennsylvania/West Virginia market area.



Arcade & Crane Merchandise

Plush Toys
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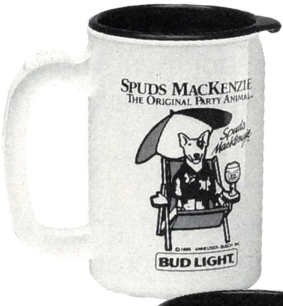
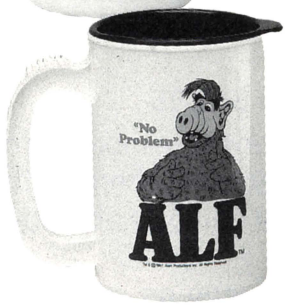
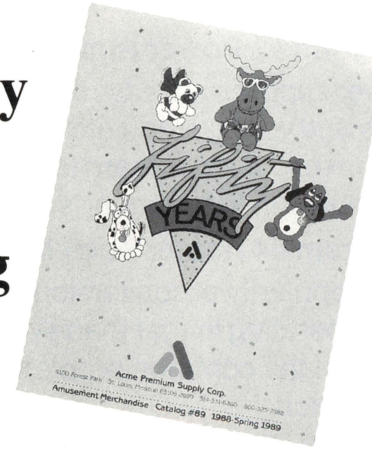
with over 1500 items.
Call for a free copy







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Serving the Amusement Industry for Fifty Years

MONITOR REPAIR CLASS

Learn to repair monitors in just ONE weekend!

Sept. 24 & 25 or Nov. 26 & 27 San Diego, CA

LIMITED ENROLLMENT

This "hands-on" class covers all aspects of monitor troubleshooting and repair. Tuition fee of 195^{00} includes complimentary copy of videotape training program "Repairing Video Game Monitors" (a 49^{95} value)

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95
An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95
Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95
Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95
The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95
The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

To Assure Reservation to Monitor Repair Class or to Order Training Tapes
Send Checks to:

RANDY FROMM

7960 Culowee St.
LaMesa, CA 92041
(619) 697-4035

($100 Reservation Fee for Monitor Repair Class)

Atlas will serve the following counties in Pennsylvania: Franklin, Huntingdon, Center, Clinton, Potter and Lycoming. The in-house inventory will consist of the 1,000-watt Vend-10, 700-Watt Snack-7TP, 650 Watt, Sand-7D and Litton's new 700 Watt "Micropopper" Model MP-1, along with parts and service.

Also available from Atlas will be the Snack MP-1 and the OCS-5. For additional information or inquiries, contact Bob Druga or Jim Wittler at toll free 1-800-233-4407.

Axlon changes its headquarters

The high-tech toy company Axlon has changed locations, moving from Sunnydale, Calif. to Santa Clara, a short drive away. A spokesman said the move was made because they wanted "a different kind of space, to a more professional building."

Tecmo announces Leitgeb promotion

Tecmo, Inc. has promoted and transferred Robert Leitgeb to the consumer division of the company. His former position, that of coin-op division sales manager, has been filled by Michael Robinson.

WAMO planning varied conference

The Wisconsin Amusement and Music Operators (WAMO) Fall Conference will be, according to executive director Joe Phillips, "the most ambitious member conference we've ever put together." The conference runs from Sept. 22-24 in Madison, headquartered at the Concourse Hotel one block from the State Capitol Building.

"We've got so much going for us that it's impossible to focus on any major attraction," Phillips said.

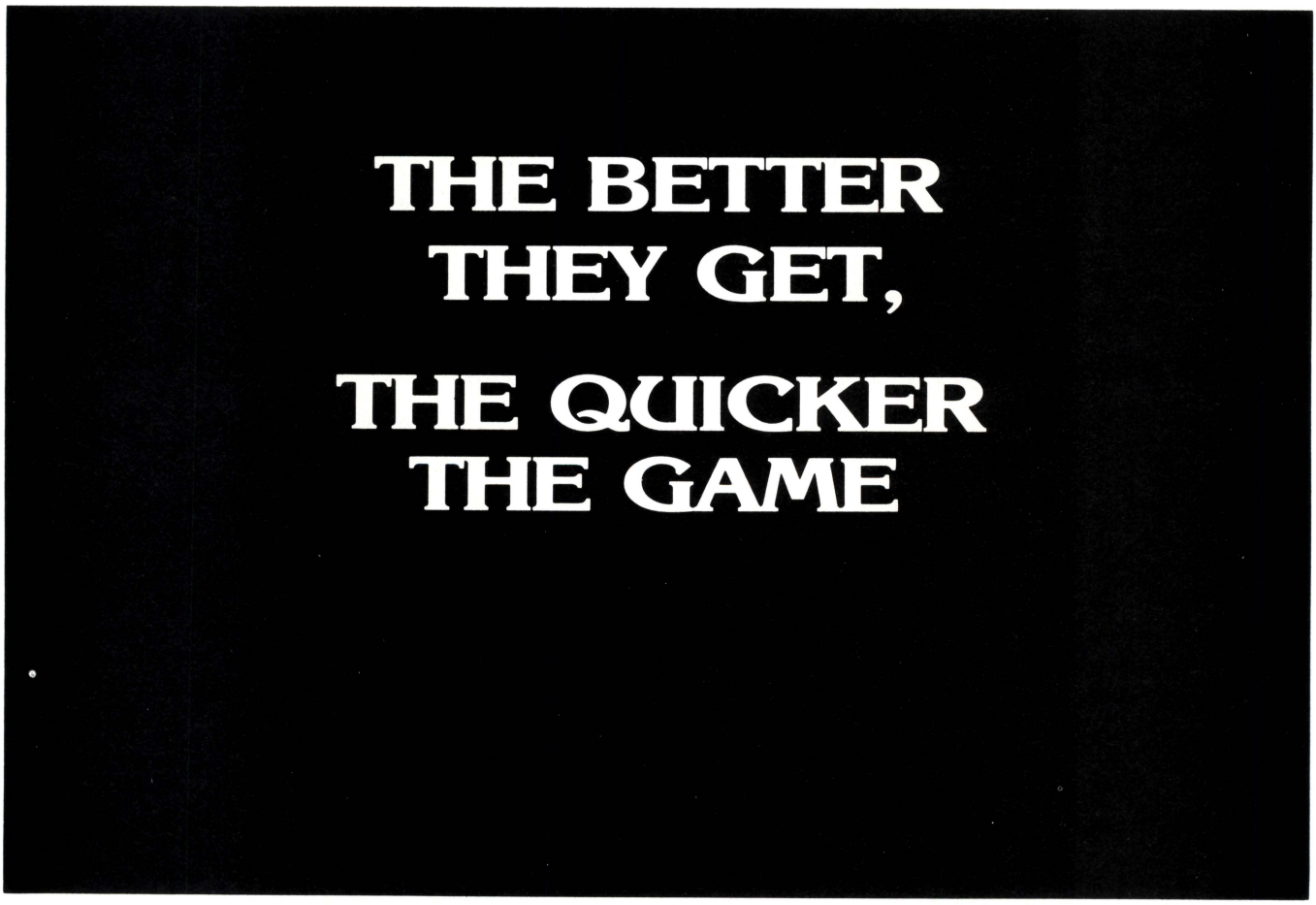
The meeting starts on Friday morning with a tour of the State Capitol. Attendees will hear a panel discussion on the legislative process and what makes it tick. Participants are to include WAMO lobbyist Tom Coenen and State Rep. Joe Wineke. At the hotel's noon luncheon, Sen. Fred Risser will review the recent legislative session and discuss concerns for 1989.

WAMO attendees will tour Gov. Tommy Thompson's residence Friday night, where cocktails and hors d'oeuvres are to be served on the mansion veranda. Dinner and a "Las Vegas Casino Nite" round out the event-filled itinerary.

Members will tour Modern Specialty Co. and Madison Coin Machine Co. on Saturday morning, with a reception and banquet planned for later that night.

Business sessions will be conducted both Friday and Saturday afternoons, including a presentation by Joe Pankus of Seeburg and a report on the present and future by AMOA President Wally Bohrer, Jr.

For registration contact the WAMO office at (414) 529-4704.



Tom Coenen, WAMO lobbyist and participant in the association's fall conference, joined by WAMO staff members Kari Foster (l) and Karen Heil.

AMOA lists Top 40 jukebox singles ever

The King is still king: Elvis Presley topped the list of the Amusement & Music Operators Association's (AMOA) ''Top 40 Jukebox Singles of All Time.''

The list was compiled for November's National Jukebox Month and the jukebox's 100th anniversary in 1989. It is a result of a poll of AMOA, a Chicago-based trade association whose members own and service approximately 115,000 of the nation's estimated 225,000 jukeboxes.

The list spans several decades, with the 60s coming out on top with 19 songs. The 50s followed with 12 songs, and the 70s came in third with five songs.

Six artists made the list two or more times. They include Elvis with the back-to-back ''Hound Dog/Don't Be Cruel'' (#1), ''Jailhouse Rock'' (#28) and ''All Shook Up'' (#36); Patsy Cline with ''Crazy'' (#2) and ''I Fall to Pieces'' (#31); The Beatles with ''Can't Buy Me Love'' (#13) and ''Hey Jude'' (#18); Buddy Holly with ''That'll Be the Day'' (#34) and ''Peggy Sue'' (#37); Chuck Berry with ''Maybelline'' (#17) and ''Johnny B. Goode'' (#32); and Creedence Clearwater Revival with ''Proud Mary'' (#26) and ''Bad Moon Rising'' (#27).

The earliest songs making the Top 40 were ''In the Mood'' by the Glenn Miller Orchestra (#23), which debuted in 1939, and Artie Shaw's ''Stardust'' (#40) in 1942. The most recent song making the list was ''Bad to the Bone'' by George Thorogood (#33) in 1982.

Acquisition complete

WMS Industries Inc. and Bally Manufacturing Corp. announced that WMS has completed the previously-announced acquisition of certain assets of Bally's amusement game operations, for a purchase price of $8 million. WMS Industries is engaged in the design, manufacture and sale of Electronics, as well as the ownership and operation of hotels and casinos. Bally owns hotels and casinos in Atlantic City, Reno, and Las Vegas, as well as Aladdin's Castles, an extensive chain of arcades. However, only the coin-op amusement division is affected by the sale. The casino and arcade divisions will remain intact.

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WE'RE CHANGING THE WAY THE WORLD LOOKS AT PINBALL.

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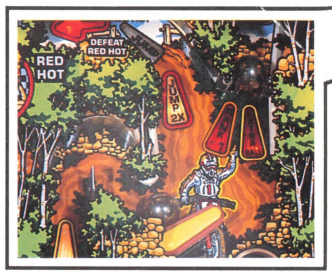
THE PINBALL MACHINE WITH ONE CONTINUOUS PLAYFIELD ON TWO DIFFERENT PLANES!

Now, for the first time, there's a whole new direction for pinball. UP! With the introduction of BANZAI RUN from Williams Electronics Games, Inc.

Our one continuous playfield on two different planes is changing the way the world looks at pinball. And it's changing the way you'll view the earnings power of a pinball machine. But then BANZAI RUN isn't just an ordinary pinball machine.

The magic is all in the flow. In the play of the ball from the horizontal playfield to a dramatic vertical playfield and back again. It's total integration for a totally different attraction that will challenge players play after play after play . . .

The aim is to defeat the King of the Hill in a dare-devil motocross race to become #1.

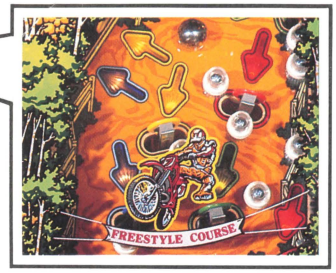


It's a sight to be seen and experienced when players must flip a pinball up over their heads to become "King of the Hill"

The BANZAI RUN Ball Lifter takes players to new heights of vertical playfield excitement

Proven play appeal begins right from the plunger with the Super Cycle Stunt Skill Shot

YOU'VE NEVER SEEN A



Unique captive ball Freestyle Course gives players a competitive edge for success from either playfield

When all riders in the race are defeated, players can test their skills with some exceptional multi-ball action

The race is on with fast-paced laps that ramp up bonus scoring and possible extra ball play

And when Williams says HILL, you better believe it! A single shot, the ultimate cliff jump, literally flips the ball over the player's head! How's that for reaching new heights!

To reach the top, players must first challenge any one of the four riders—Yellow Belly, Green Machine, Red Hot and Blue Beard, by completing the matching color targets on the horizontal playfield. Then it's up, up and away for the heart-stopping, eye-popping vertical playfield excitement!

From the Super Cycle Stunt plunger shot, to the fast-paced laps around the ramp that increase the captive ball value, to the center eject hole that lights a kick-back, to locking the ball on the upper field for the unbelievable thrill of multi-ball™ play, you've never seen anything like this before!

BANZAI RUN is a a total package. Complete with dazzling sound and light effects, original music, sequencing of play and the cleanliness of engineering you've come to expect from the industry leaders . . . the wizards at Williams.

Williams® pinball

#1 on any plane!

NYTHING LIKE THIS!

ONCE AGAIN, WILLIAMS TAKES YOU WHERE NO ONE ELSE HAS EVER GONE BEFORE!

BANZAI RUN continues Williams' commitment to easy service pinball. The lower playfield services the same way as any standard Williams pinball machine. Careful wiring layout, liberal use of p.c. lamp boards, and advanced micro switch technology make the underside of BANZAI RUN the cleanest in the business! And service of the upper playfield and electronics is even better! By unlocking the marquee, the upper playfield folds down, exposing its back *and* the electronics in the backbox. There's no problem for those tight locations! BANZAI RUN is actually no taller than and features the SAME electronics package as our other fine pinballs.

Easy service, solid support—from the leader in pinball. BANZAI!

HEIGHT: ONLY 79″ (200cm)
Height with backbox folded: 60″ (150cm)
Width: 23½″ (56cm)
Depth: 58″ (150cm)
Weight: 280 lbs. (127kg) uncrated
300 lbs. (136kg) crated

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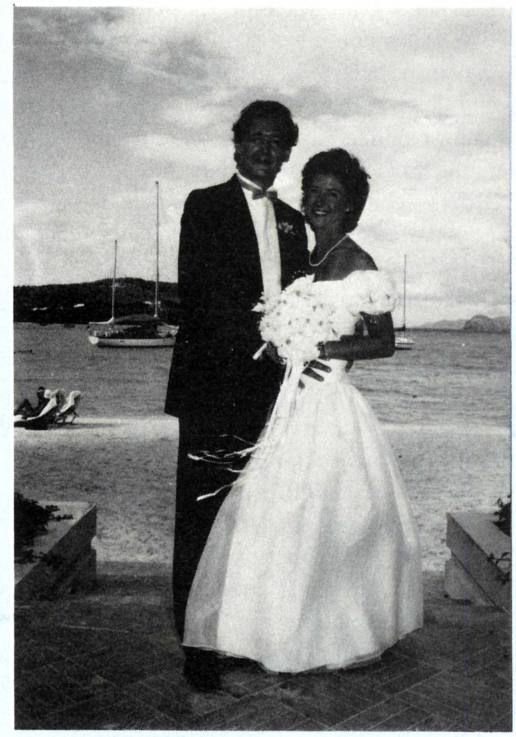
The lush surroundings of St. Thomas Island, U.S. Virgin Islands provided a perfect setting for the marriage of Mike Macke, president of Gamemasters, Inc., to the former Julie Wilson on June 11. The couple started their honeymoon off in style, as a helicopter picked them up and whisked them away to a private island.



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OCMA mounts opposition

The Ohio Coin Machine Association (OCMA) is mounting opposition to a bill being proposed by Ohio Congressman Tom Luken, which, among other things, calls for banning the sale of cigarettes in vending machines. Said Judy Martin, OCMA executive director: "Luken is very anti-smoking. His bill would cause real problems for our membership, because a lot of them have cigarette vending as 50 percent of their business." She added that Luken, chairman of the Sub-Committee on Transportation, Tourism and Hazardous Material, was unable to get the proposal out of committee on Aug. 11. No further action will be taken until the House reconvenes after the Republican Convention. In the interim, Martin said, OCMA members plan to meet with Luken to work out a solution to the conflict.

Allme opens in Chicago area

A new game manufacturer specializing in pinball, cocktail table and video games has opened in the Chicago suburb of Elk Grove Village. Allme, Inc. will introduce three new pinball cocktails, *Stock Market, Pizza Gobbler,* and *Hero* in early November; and two video games, *Allme 500* and *Pizza Delivery,* the first of January. The company plans to exhibit at the AMOA show in November and ACME in late February. The plant manager is Bill Schimmel, and Larry Gallina is the operations manager. In addition, Schimmel has announced that there will be some very familiar faces from the industry working for Allme. The company's address and phone number are: 1171 Landmeier Rd., Elk Grove Village, Ill. 60007; (312) 228-5559.

Bushnell to address Intertainment '88

Nolan Bushnell, present chairman of Axlon and founder of Atari, will be the keynote speaker at Intertainment '88, a conference on interactive entertainment. It will be held at the Vista Hotel in New York City on Oct. 24-25.

Over 100 speakers and panelists, drawn from over 90 companies, have been organized into 28 panel sessions for this event.

"We are delighted that he (Bushnell) will be speaking," said Michael Mascioni, Intertainment '88 program director. "He has been a pioneering spirit in this industry. Many of our speakers and registrants are personally familiar with the role Nolan Bushnell has played in video games and interactive toys. We look forward to hearing his perspective on the future of interactive entertainment."

Bushnell,44, is widely acknowledged with having started the video games boom. His 1972 invention, "Pong," was the first video game ever introduced to the American public. It was with "Pong" that he founded Atari.

In 1981, Bushnell founded Catalyst Technologies, an umbrella corporation that provided seed capital, business plan development and management guidance for Silicon Valley entrepreneurs.

Then, in 1983, he developed Axlon, a high-tech toy company. Its first offering was "A.G. Bear," the world's first high-tech teddy bear.

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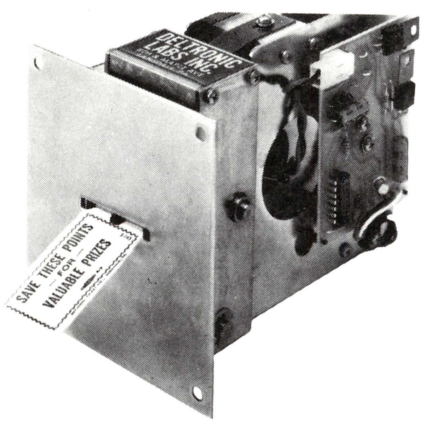

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Hanson sponsors first off-season dart tourney

A field of 20 four-man teams competed in the first annual Metro Detroit Dart Tournament on June 25, sponsored by Hanson Distributing Co. of Michigan.

The highly successful tournament, held at the Mt. Clemens Racquetball Club, drew entries from across the Wolverine State. When the dust settled, "The Drinks Bulldogs" had emerged as first place winners. They were sponsored by Westfield, Inc.

Said Curt Silverest, Hanson's vice president, "Our purpose was threefold. First, we wanted to show operators that have been sitting on the fence what darts can do to stimulate their locations.

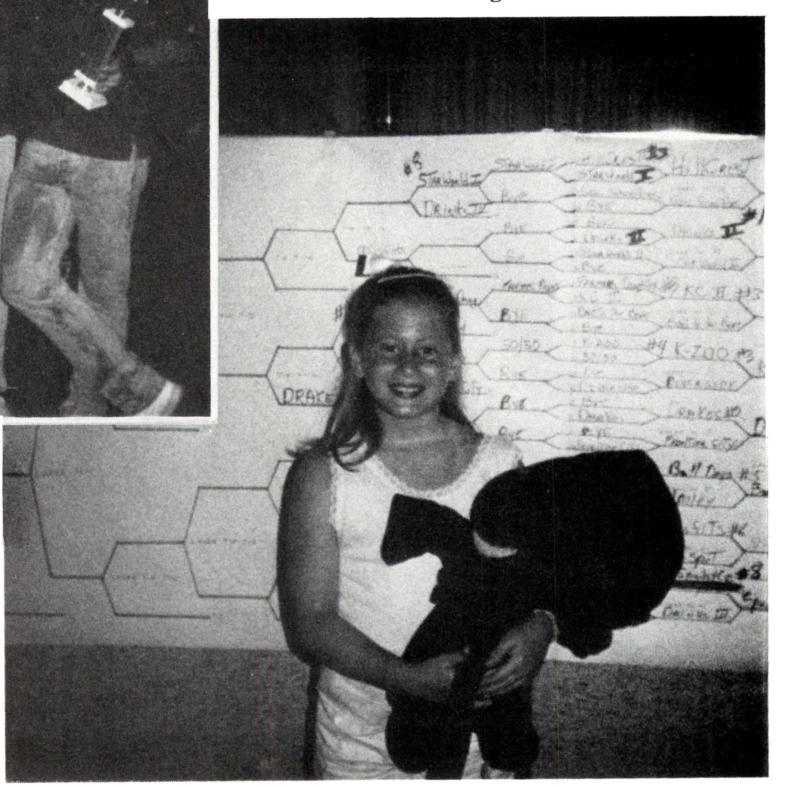
"Second, we wanted to show that dart shooters are enthused about competition even after the league season has ended. Thirdly, we wanted to introduce the new Valley target that gives the shooter 30 percent more target area than has been previously available on any electronic dart game.

"We are proud to announce that we did obtain our objectives," Silverest continued. "I'd also like to give special thanks to Steve Cheeks of KC II, Terry Housler of Westfield, Inc., and Jim Silman of Kalamazoo Amusements for their extra efforts in the promotion of darts as a sport."

The tournament utilized Valley *Cougar Darts* games with a new face that's just come out. Teams played 301.

Fran Davis of Hanson said another tournament will likely be held before next year, due to the success enjoyed by this one.

First place winners in Hanson's Metro Detroit Dart Tournament.



Alicia Silverest, daughter of Hanson's Curt Silverest, checks team standings at the tournament.

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Grayhound teams with Coors Light for hoops

Money raised for charity

To raise money for multiple sclerosis, a charity basketball game was held in Philadelphia at the bar of Billy Cunningham, former star player and head coach for the Philadelphia 76ers. It took place on July 25.

Over 50 contestants faced off against each other, using Grayhound Electronics' Coors Light Basketball Game. The top ten shooters then competed against Cunningham and Phoenix Suns rookie Tim Perry, formerly of the Temple Owls.

ABC News was on hand to film the action, which raised over $500. "We are the driving force behind coin-op basketball in Philadelphia and around the country," said Grayhound promoter Robert Mills. "Fund-raising events like this are fantastic to be involved in. Thanks to all who participated."

The tournament's events consisted of open singles, women's singles and mixed doubles (double elimination). Paul Krueger of Oaklyn, N.J. took 1st place in open singles with a score of 91. He also received $200 in prize money.

Natalie Gallagher of Belmar, N.J. won the women's singles with 78 points and received $150 in prize money. Mixed doubles was captured by Denise Reed and James Costello; they won $200 in prize money.

Grayhound President Tom Ricci said that over $650 was raised for the Muscular Dystrophy Association during the tournament. "I admire all the contestants for their ability and especially their fine sportsmanship," he added.

Mixed Doubles winners display their trophies.

From left winners of the Women's Singles: Denis Calligher, Cheryl Wood, Denise Reed, and Gina Gorman. Grayhound's Bob Mills and Tom Ricci and Muscular Dystrophy representatives support the winners.

Coors Light New Jersey Open

Contestants from around the state competed in the East Coast's first major electronic basketball tournament on July 30, sponsored by Coors Light and Grayhound Electronics. The New Jersey Open was played on the Silver Bullet Sharpshooter basketball games, which are located in many bars and restaurants nationwide.

Players received 45 seconds to throw as many seven-inch mini-basketballs through the hoop as possible. Baskets were worth two points for the first 30 seconds, three points for the final 15. (An average score is about 35 points).

Coors Light Sharpshooter Nationals

Many local clubs have the Coors Light basketball game and are holding tournaments and leagues. Every game comes with a tournament kit, which gives step-by-step instructions for the operator and bar owner. The "Coors Light" logo is on the backboard, canvasses and seven-inch basketballs used in play.

The Coors Light Sharpshooter Nationals will be held from Nov.18-20 in Atlantic City at the Claridge Hotel and Casino. It's geared, according to Grayhound promotions director Bob Mills, "to stimulate action at the location level—where it really counts."

Contestants must qualify at a local tournament and place in the top eight of the local Coors Light Wholesaler Shoot-Off in order to be eligible for the nationals. Special kits will be used for the national tournament; they're free and can be obtained by calling the Silver Bullet Hotline at 800/833-HOOP.

For further information, contact Robert K. Mills, Grayhound Electronics, P.O. Box 1697, Toms River NJ 08754, 201-341-5200.

President of Grayhound, Tom Ricci (right) congratulates first place winner and high scorer, Paul Krueger.

From left: 76er's Billy Cunningham, Phoenix Sun's Tim Perry, Eileen McDowel of the MS Society, Villanova coach Rollie Masimino, and Joe Judge of Coors Light.

Referee, Beth Smith, looks on as players compete for high scores.

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Breath Analyzer reaps savings on bars' insurance

by Christopher Caire

Putting a stranglehold on such a pervasive national problem as drunken driving has not been an easy task, yet one Chicago-based manufacturer is doing its part to tighten the grip.

Communidyne is a manufacturer of diagnostic machines, including the sobriety-test machine *Model 2000 Breath Analyzer*. As of Jan. 1, Communidyne has teamed with St. Louis-based Bel-Aire Insurance in offering tavern owners breaks on their liquor liability insurance premiums.

Here's how it works: any bar which installs and operates the *Breath Analyzer* for the duration of the insurance policy will receive a 10 percent discount on the aforementioned premium. Bel-Aire was the first insurance company to implement this "reward"; since Jan.1, two more have taken part: Illinois Exchange and Lloyd's of London. Communidyne president Roger Gerber says he's negotiating with two more insurance companies with hopefully more to follow.

"My business has been very successful; in the first three months of this year we've sold over 1,000 machines," Gerber said. "We're reaching the entire United States and the rest of the world with them. About 95 percent of the Breath Analyzers are bought and vended by operators."

Gerber explained that the whole thing started with the inception of "DRAM-shop" or third party liability laws. All but nine states have these laws, Gerber said, which say that if a bar serves someone and he or she gets into an accident, the bar can be held responsible as the server of the alcohol.

Roger Gerber of Communidyne with the *Model 2000 Breath Analyzer*

Still other states have "50-50"-type laws, which hold the server and the patron equally responsible for the patron. "In these cases, it shows the bar acted more responsibly than the patron because he was offered a sobriety test before leaving the establishment," Gerber said. "Bars with our machine are 'preferred risks' to insurance companies because it points to responsible behavior on their part."

Yearly premiums for liquor liability insurance range from $1,000 to $150,000, Gerber said. The average is between $60,000 to $80,000 per location, "so you see how substantial a 10 percent savings is," he added.

"They must have an authorized area Communidyne representative servicing the machine, and the machine must be there for the duration of the insurance policy," he said. "The various insurance companies involved with this give the 10 percent discount under the blanket of an Alcohol Awareness Program. And since the bar owner is receiving these savings on his insurance, the operator picks up 100 percent of the machine's proceeds. It's a nice arrangement for both of them."

Jerry Fitzgerald, senior vice president at Bel-Aire Insurance, says his company is happy to be involved with the project.

"We believe, from an underwriting standpoint, that the *Model 2000 Breath Analyzer* deters an individual who's intoxicated from leaving the bar drunk," Fitzgerald said. "And if a bar owner installs one of these machines, we think this warrants a discount on liquor liability insurance premiums."

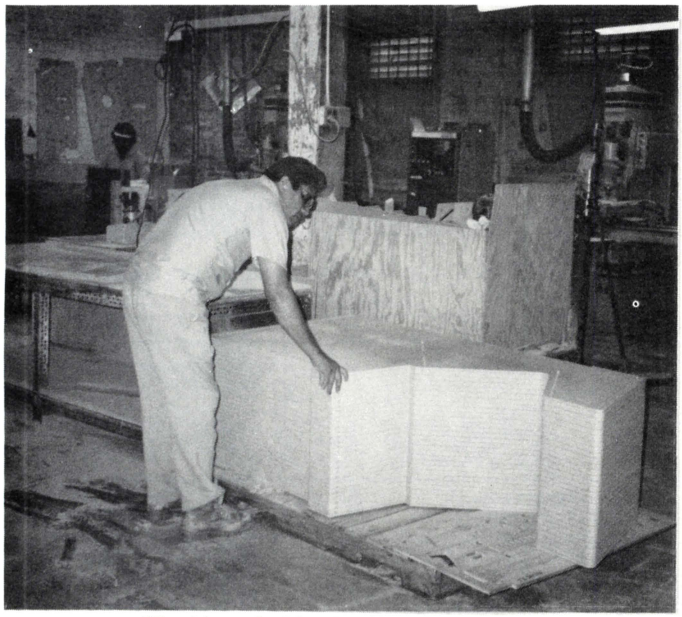
Michigan was the first state to make liquor liability insurance mandatory. It's no surprise, then, that Michigan is one of Communidyne's best states. Fitzgerald, like Gerber, envisions expanded horizons for their program.

"This is an awareness thing, with people becoming more aware of alcohol and drunk driving," Fitzgerald said. "It's something that's gaining a lot of momentum."

Behind the scenes with *The Main Event*

It's not often that we get to see the step-by-step assembly of a game, particularly a well-received video like *The Main Event* from Konami. Thanks to Mary Hermanson, Konami marketing research coordinator, we can view the game literally from the ground up, from the first cut of the wood cabinet to the final product.

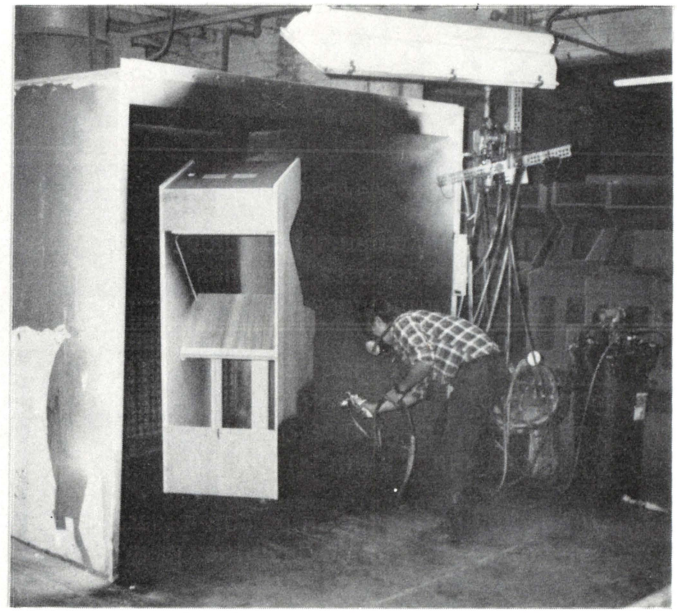
Konami produces *The Main Event* at Electronic Sound Corp. in Chicago, where *Nemesis, Konami GT,* and *Contra* were also assembled.



Wood is stacked for the sides of the cabinets.

Cabinets are assembled.

Joystick and button holes are made in the control panels.



A worker spray-paints the cabinets.

Paul Sawicki, Konami technician, adjusts the monitors.

Jerry Korbecki, Konami production/technical service manager, checks controls.

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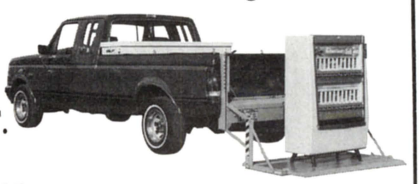

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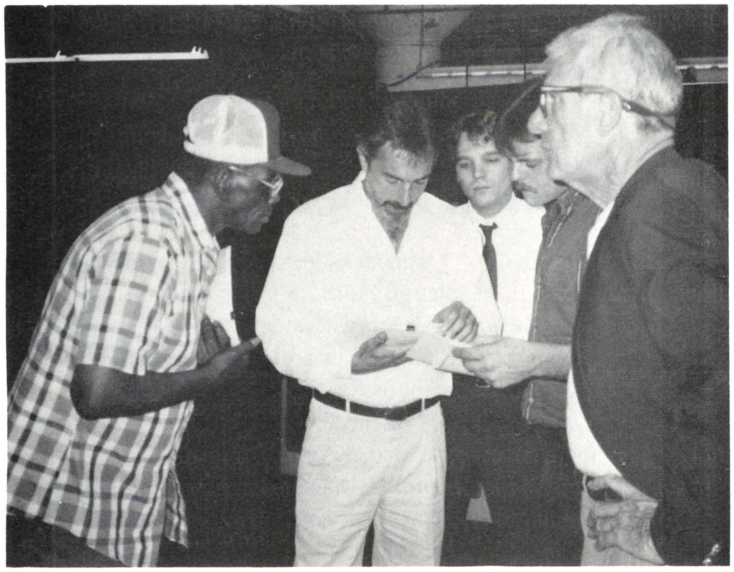
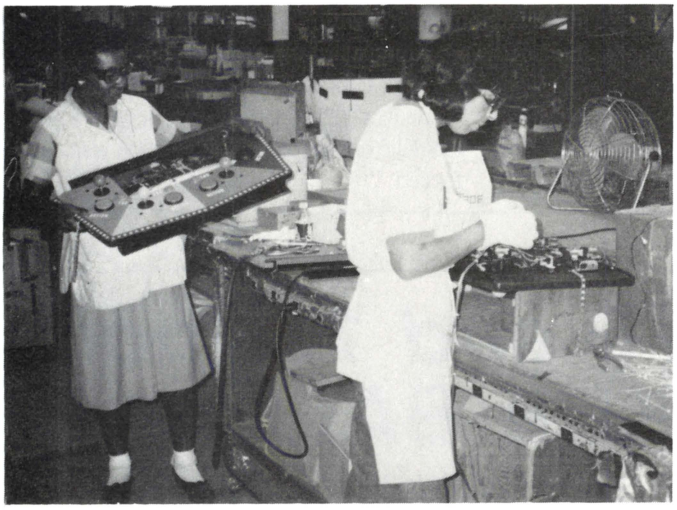


The production schedule is reviewed by Konami's Steve Kaufman (second from left), Jerry Korbecki, Paul Sawicki, and Mo Rosenzwieg of Electronic Sound.

The power supply assemblies are wired.



Control panel overlays are applied, then buttons and joysticks carefully wired.

Decals are applied and marquees put in place.

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FEATURE

Japan Restricts Export of Micro-Processor Units

A Japanese regulatory body has imposed restrictions on the export of 16-bit micro-processor units—including many of the top video games and PCBs—which has reportedly held up some game deliveries in the U.S. by up to six weeks.

COCOM is a trade association-type body composed of all of the major Japanese exporters. One of its functions is to regulate the export of hi-tech and sensitive equipment from Japan, working in cooperation with the Japanese government.

The self-appointed body has established a set of rules banning the sale of 16-bit micro-processor units without import licenses, done so to prevent potentially useful weapons systems parts from falling into the hands of Communist-bloc countries.

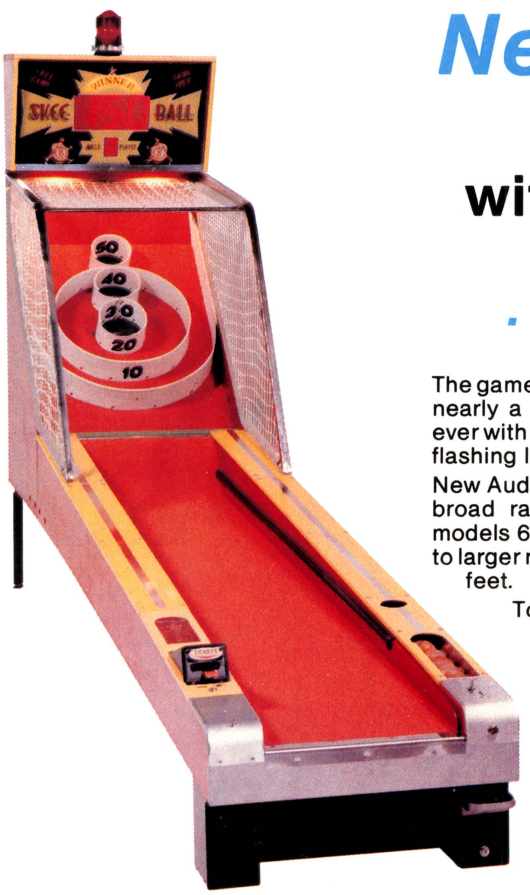
The upshot of this, as regards game exports from Japan, is that every importer must now seek and acquire an import license in his own country before an export license will be granted in Japan. The process has caused delays in game deliveries for some manufacturers, yet others say the pinch has not been felt.

"We haven't been affected at all, and we very well might not be in the future either," said Mary Fujihara, director of marketing at Atari Games Corp. "Atari has been able to circumvent delays by planning well in advance. We apply for the needed international import certificates ahead of time to avoid these delays."

Tim Jackson, sales manager at Romstar, shared Fujihara's sentiments.

"Delays haven't been bad here at Romstar, compared to some other manufacturers," Jackson said. "We've had the necessary documentation sent to the proper offices to avoid delays. Romstar hasn't had too many 16-bit micro-processor units, but even if we did, the documents have already been filed with the proper authorities."

Still, importers in other countries are complaining about the delays. Said a leading British importer: "The whole industry has been tied up by this. We've all come to a grinding halt unless we've got stocks from before the regulation was enforced."



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To operate, players simply drop a coin into a slot, and they're served 9 balls — and a lot of fun. Every round is tallied by a "big brother" electronic scoreboard. (Mini Skee-Ball works the same way.)

A variation of the standard game is also available: *Bonus Ball,* with two more scoring pockets that can deliver 100 extra points per pocket.

Contact Skee-Ball for information and literature.

Now there's also a Mini Skee-Ball for the kids. But don't let the little size fool you, for even adults can find it an exciting challenge.

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GEORGIA

The Georgia Amusement and Music Operators Association held its annual meeting in May and elected the following new officers: Roy Echols (president), Gaines Butler (vice president), Stan Miller (secretary), and Reece Spencer (treasurer).

The Georgia Department of Revenue has taken a position adverse to operators of redemption games in locations serving alcohol. The department maintains that since a player receives something of value when playing a crane, it should be considered a form of gambling. In the department's view, a crane is a game of chance accompanied by very little skill. Operators maintain that a crane is a game of predominantly skill accompanied by some chance. It appears that it may be wiser for the association to help educate legislators on this distinction and have appropriate legislation remedy this situation, like was done in Wisconsin, rather than endure a lengthy court battle. Les Schneider, the association's attorney, is compiling information and all operators in the state are encouraged to call with any experiences and/or suggestions.

In other Georgia news, the association has submitted information to Bell South Mobility which may provide members with discounts on car phones; David Capiluto, Ed Crockett, Gray Stowers, and H.A. Devlin have been appointed to investigate organizing a trade show; the association is investigating redemption (tickets for high scores to be redeemed for merchandise) which may not be 100 percent legal; and the association is continuing its work with legislators to update the state's antiquated law governing the use of pool tables.

MASSACHUSETTS

The Palace Nightclub Complex in Saugus has introduced the *Palace Superstar Karaoke Machine*, a device that allows customers to participate in a novel form of electronic entertainment. Karaoke is a sophisticated laser disc audio/video system that allows customers to perform like their favorite musical entertainers. The cost is $1 per performance.

A video monitor in front of the performing customer displays the words to the song selected, while a series of monitors throughout the room display videos to accompany the song. The karaoke provides a "menu" of over 500 popular songs from the 1930s to the present. The songs have no vocal track, allowing customers a chance to exercise their vocal chords and woo the audience.

Karaoke began in Japan in the early 1970s. There are only two other karaoke machines in America: Los Angeles and Las Vegas.

NEBRASKA

Douglas County Attorney Ron Staskiewicz and other state officials have decided to wait until late July before taking action against businesses that operate video poker games. "It's still our position that these machines are illegal," he said. Nudgy's Amusement Arcade of Omaha had gone to court to stop Staskiewicz and State Attorney General Robert Spire from confiscating electronic gambling devices or prosecuting their owners.

Attorneys for Nudgy's argue that the machines are permitted under a state law, while Staskiewicz and Spire contend the law is in violation of the state constitution. This latest dispute over video gambling devices began last December, when Staskiewicz and Spire filed suit against 25 Douglas County businesses operating the games, requiring them to discontinue the practice. A judge has issued a temporary halt order until a trial can be held on the matter.

NEW JERSEY

Senate Bill 1393 and Assembly Bill 3196, both of which concern the coin-op industry, passed the Senate and State Assembly. The bills increased the penalties for the fraudulent use of slugs in coin, currency or credit-card-activated machines. They also created the new offense of tampering with those machines.

AMOANJ participated extensively not only in the drafting of the legislation but also in heavy lobbying for its passage. Both bills are currently under review by Gov. Thomas Kean's staff and await his signature.

In other New Jersey news, the number of jukeboxes licensed in the state by March 31 is down from the figures reported for last year by the licensing division of the Library of Congress. The reported figure so far for 1988 is 2,615 jukeboxes

registered to 57 operators, compared to 2,777 jukeboxes registered to 82 operators for 1987.

The 1985 Jukebox Agreement calls for 115,000 jukeboxes to be licensed nationally with the Copyright Office this year in order for owners of jukeboxes to qualify for a rebate by the performing rights societies. The count was at only 76,723 as of March 31, compared to 96,795 for 1987. This represents a decrease of 20.73 percent.

NEW YORK

In Cambridge, N.Y., a new youth center recently opened with pinball, video, basketball, pool, ping-pong and bowling games. The center, which is a project of the village and town of Cambridge and youth director Jack Altarac, can be used by any child in the Cambridge central school district. The two pinball machines, six video games and a cold drink vending unit were donated by Russo's Ristorante. Five more videos and a jukebox are being rented from Harrison Mobile Vending, and other Cambridge citizens have donated three ping-pong tables. The youth center has proven to be successful, affording young people a nice place to stop for an afternoon of entertainment.

OHIO

The Ohio Coin Machine Association (OCMA) is in the process of developing a new educational program for its members. OCMA asks that members return the questionnaire that it's issued to help develop the program, no later than Aug. 5. Call 614-221-8600 for further information.

Bill Levine, who has been an active association member and his wife Sheila just became grandparents. Their daughter and son-in-law Sherry and Mark Blaushild presented Brian Jeffrey Blaushild on July 6. Congratulations to all!

The OCMA is sending its members a questionnaire asking for information that will enable the association to plan an educational program that will address the needs of operators. Please help the association help you by returning it with the required information.

PENNSYLVANIA

Pennsylvania State Police recently seized two video poker machines in a raid on the Adult Gift Shop south of Chambersburg. Shop owner Ed Hendricks said no one was arrested during the raid.

State police have seized a number of these machines from Franklin County bars and private clubs, saying they are illegal gambling devices. It is illegal to pay winners who accumulate a certain number of points; Hendricks said he made no such payments on either of the confiscated machines.

A February ruling of the Pennsylvania Supreme Court said that certain types of machines cannot be considered gambling devices per se. But the ruling has created some confusion as to the legality of the machines.

In other news from Pennsylvania, the fourth annual Philadelphia Jukebox, Slot Machine and Antique Advertising Show was held on June 18-19. There were 107 booths set up, with dealers coming from as far away as Los Angeles to participate. One million dollars worth of antiques were displayed, including classic old jukeboxes, the hit of the show. The hall was lined with old Wurlitzers, Rock-Olas and Seeburgs.

TEXAS

We love to see positive articles and here's one from the Dallas Times Herald called Video-Game Industry Is Zapping Back. With a four-color photo of Kyle Lawrence, 9, of Mesquite (do ya'll remember that famous name from the past!!!!) playing an *After Burner,* the article describes a new generation of "gamers" helping the video game industry blast back from a nearly disastrous slump.

But it seems that for every positive article, there's also a not-so-positive one. It seems that Mickey Gilley, the famous bar owner, has filed suit against his manager and his former bookkeeper. Now that doesn't seem to affect this industry in any way. In an article in the Daily Pasadena Citizen paper, details are featured about how the money was handled which would give anyone goosebumps as it describes stuffing money in grocery bags and stapling them shut. But wait. Now we are informed that the manager owned Arch Music and Cigarette Co. "which handles vending machines, video games, and jukeboxes." The bookkeeper is now the owner of the company.

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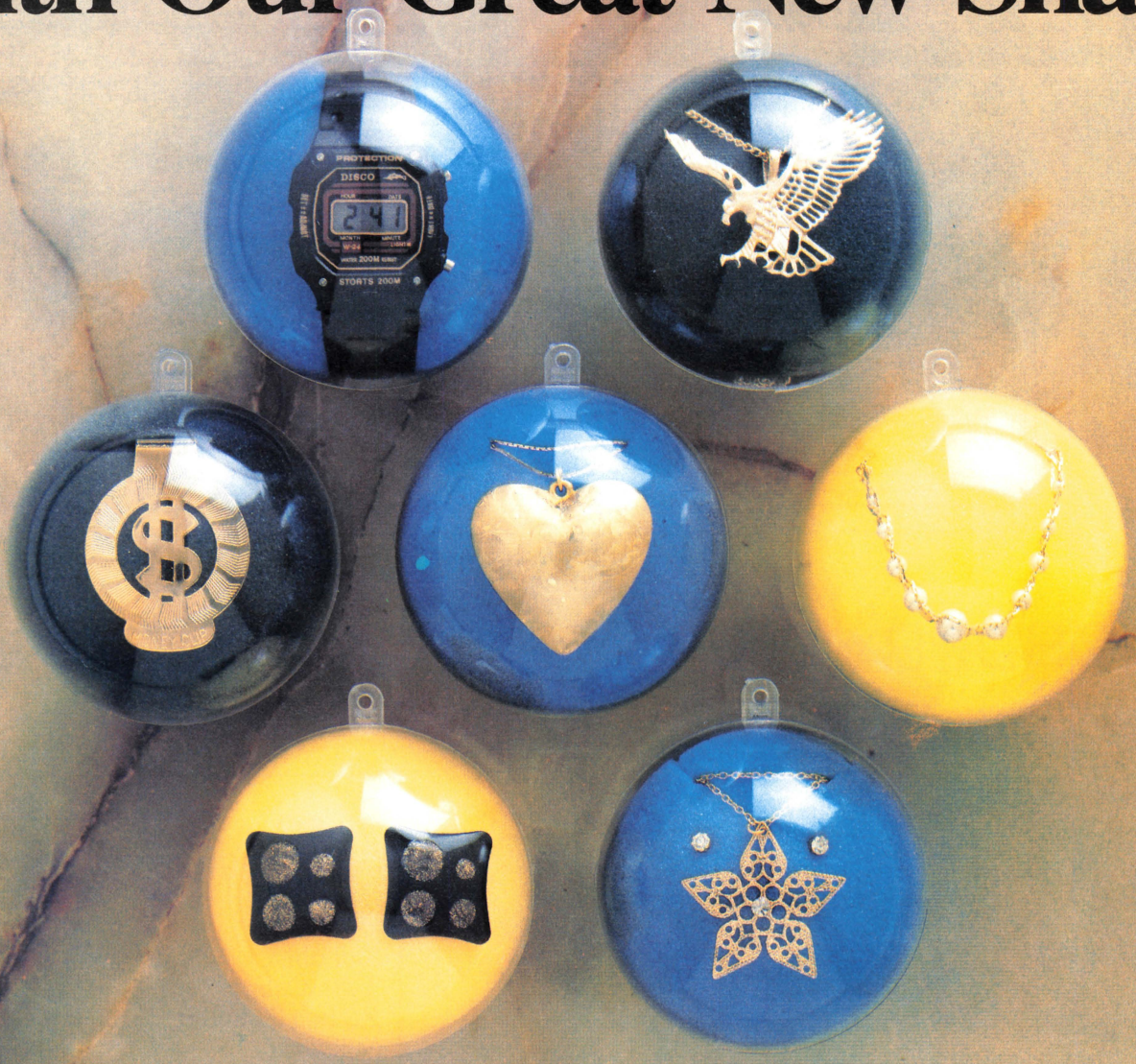

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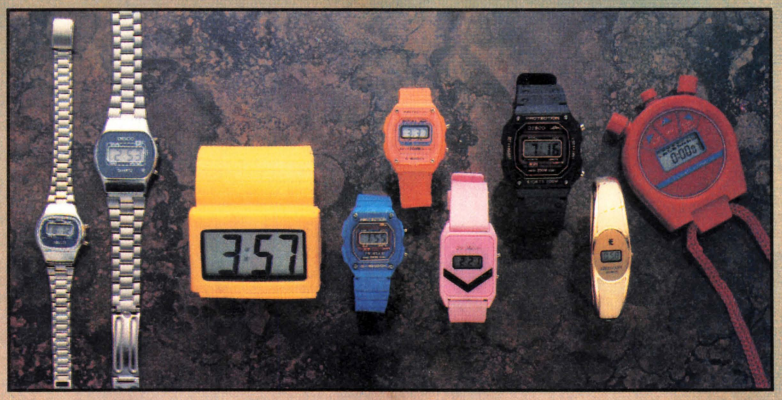

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FEATURE

Home video takes center stage at CES

by Steve Harris

Home games make powerful comeback fueled by coin-op manufacturer participation

Names like Nintendo and Sega, at one time recognizable only to game players in arcades, are now household words enjoying the same success Atari generated during the early 1980s.

The powerhouse in consumer video is, of course, Nintendo with its versatile Nintendo Entertainment System (NES). Nearly 10 million homes are expected to have the NES by the end of the year. With Sega and Atari also making renewed advances in home video game entertainment, the 1988 Christmas season is shaping up to be the most explosive ever.

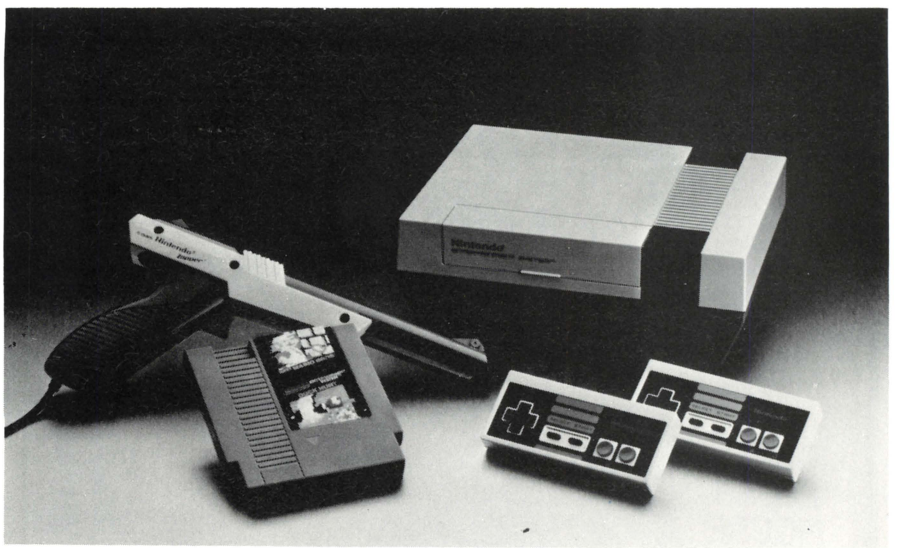
Much of the strategic planning for video game supremacy took place recently at the summer Consumer Electronics Show (CES) in Chicago. This semi-annual convention (also held in Las Vegas in January) highlights anything and everything electronic for consumer use.

It's here that you'll find personal FAX machines, the latest in compact disc and digital audio tape technology, and aisle after aisle of video recorders, the latest VCR tapes, stereos, and copiers. The CES is probably the only place where you'll witness car speakers being displayed in a Ferrari Testarosa!

One of the fastest growing segments of the CES has been the consumer video game market. Led by the overwhelming acceptance of the NES, both Sega and Atari have sought a receptive audience with no less than three new video game systems.

Why the interest in an industry thought gone for good? The credit goes to Nintendo and its marketing strategies.

The NES is really nothing more than a revamped version of Nintendo's Japanese version, the Nintendo Family Computer or Famicom. Nearly every home in Japan has one of these game machines and the optional disk drives that accompany it. Millions of games have been sold for this system; a million copies of a recently released cartridge were sold in one day! With numbers like this, it's easy to see why Nintendo decided to make the move to this



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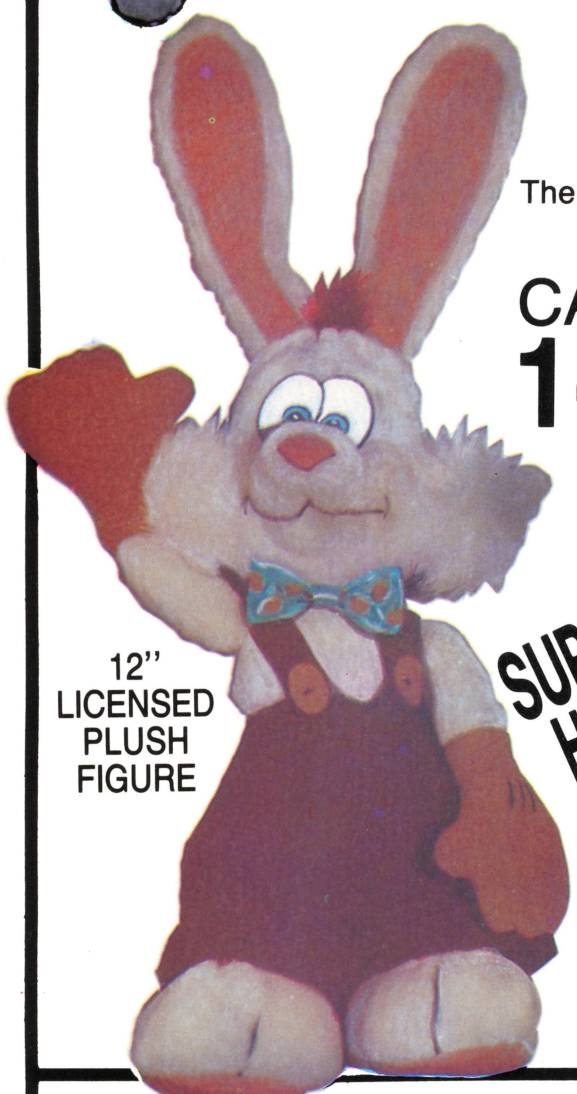

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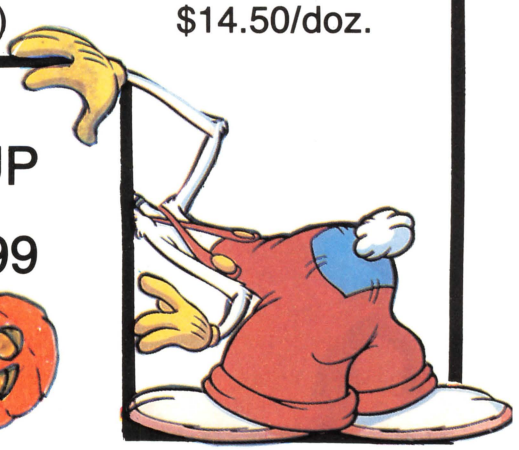

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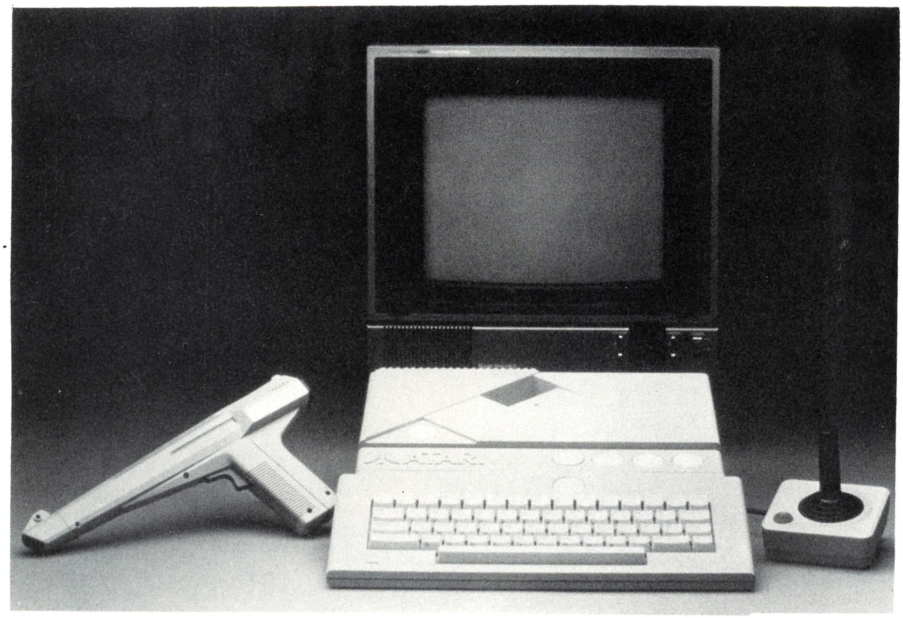

side of the Pacific.

With a surplus of innovative hardware and even more software, Nintendo was well-positioned even before the system's introduction stateside.

Nintendo's home success is directly tied into the coin-operated video game market. Since Nintendo had game hardware in Japan that could play consumer games that lived up to American standards in coin-op games, Nintendo wisely opted to release a coin-op version here prior to introducing the home system. In this way, games that were featured on Nintendo's low-priced VS. system (and the new *Play Choice-10*) would receive instant recognition when the home system hit store shelves with games like *Super Mario Bros.*, *Excitebike*, and *Mach Rider*.

Since home games could also be offered as coin-op, manufacturers would be able to sell the same product twice to two different markets. Because there was a surplus of game titles already generating huge sales in Japan, companies like SNK, Data East, and Konami had to do nothing more than get Nintendo's permission to license them over here. A flurry of third-party manufacturers, many familiar coin-op names, were beating down Nintendo's door to get in on the action.

When Nintendo first exhibited the NES at the 1985 CES, the company was promising 27 games. However, those expectations were greatly exceeded when at the end of the 1988 show, there were no less than 30 companies producing over 100 different cartridges for the system! The variety and quality has made Nintendo number one.

Sega has had difficulty competing against Nintendo because of the lack of third-party support or the blessings of any coin-op manufacturer (except for its own games). Since coin-op games are the lifeblood of any good home system, Sega is beginning to show signs of changing its stance against third-party participation, as well as the types of games the company will be releasing.

However, it may be a little late since all third-party licensees for the NES must sign an agreement which limits involvement with any other system. To recruit new game companies, Sega must remain content with those who aren't currently producing cartridges for the NES or come up with a way to woo companies away from Nintendo's ranks.

An announcement from Nintendo had some of the third-party participants considering defection to the Sega camp. Due to increasing chip shortages, Nintendo has had to decrease the number of cartridges it could allow from the third-party producers.

Rumors were rampant about another system, the PC Engine from high-tech superpower NEC, said to be coming to these shores sometime later in the year. The PC Engine has been previewed and is considered by many to be the ultimate gaming system, capable of playing games like *R-Type* with absolutely no degradation from the arcade format.

It was also rumored at the show, however, that both Nintendo and Sega will be coming out with next generation 16-bit machines during the early part of next year. How this will change the current state of the industry is not known, but with so many games available on so many systems, you can bet that game players will be occupied for some time to come.

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FALL BUYER'S GUIDE

A myriad of equipment is covered in this autumn edition of product listings, including *Basketball Games, Cranes, Rotaries, Novelties, Specialties, Condom Machines, Shuffle Alleys, Bowlers, Roll-Downs, Billiards, Air Hockey, Table Soccer, Pay Phones*, and *Kiddie Rides*.

These categories represent the important "mix" of equipment that keeps an amusement business rolling. Few operators focus all their attention on one type of game, recognizing the value of diversifying. A brief description of each product's features is designed to help in planning for a successful route.

AIR HOCKEY & TABLE SOCCER

Powerkick Soccer

From: Amazing Games

Features: Player figures made of specially formulated material, player-preferred hand grips, a one-piece seamless playfield, solid steel rods, uniquely designed bearings, nine-ball vending, heavy duty coin chute, adjustable pricing from 25 cents to $1, and sturdy game cabinet.

Foosball 2000

From: Brady Distributing

Features: Hard chromed outside rods, hard varnished beech furniture finish of the cabinet, locking device by the latch, steel inside ball chute, light shock absorber springs, adjustable number of balls for each game, and removable gerflex base for easy cleaning.

Dynamo Air Hockey

From: Dynamo

Features: Heavy duty, long-wearing laminate top, premium blower and rail construction, player-approved goal size and table design, centerline for tournament play, deluxe mallets and pucks, electronic scoring with digital readout, twin drop coin chutes, and easy removal of goal for service.

DS-3 Soccer Table

From: Dynamo

Features: Polypropylene playing figures for breakage resistance, a molded playfield constructed of high-pressure laminate, steel quick-glide rods, slide-out drawer, choice of nine or 11 balls, a molded ramp, and one-piece cabinet.

SST-8 Table Hockey

From: Imagination Leisure

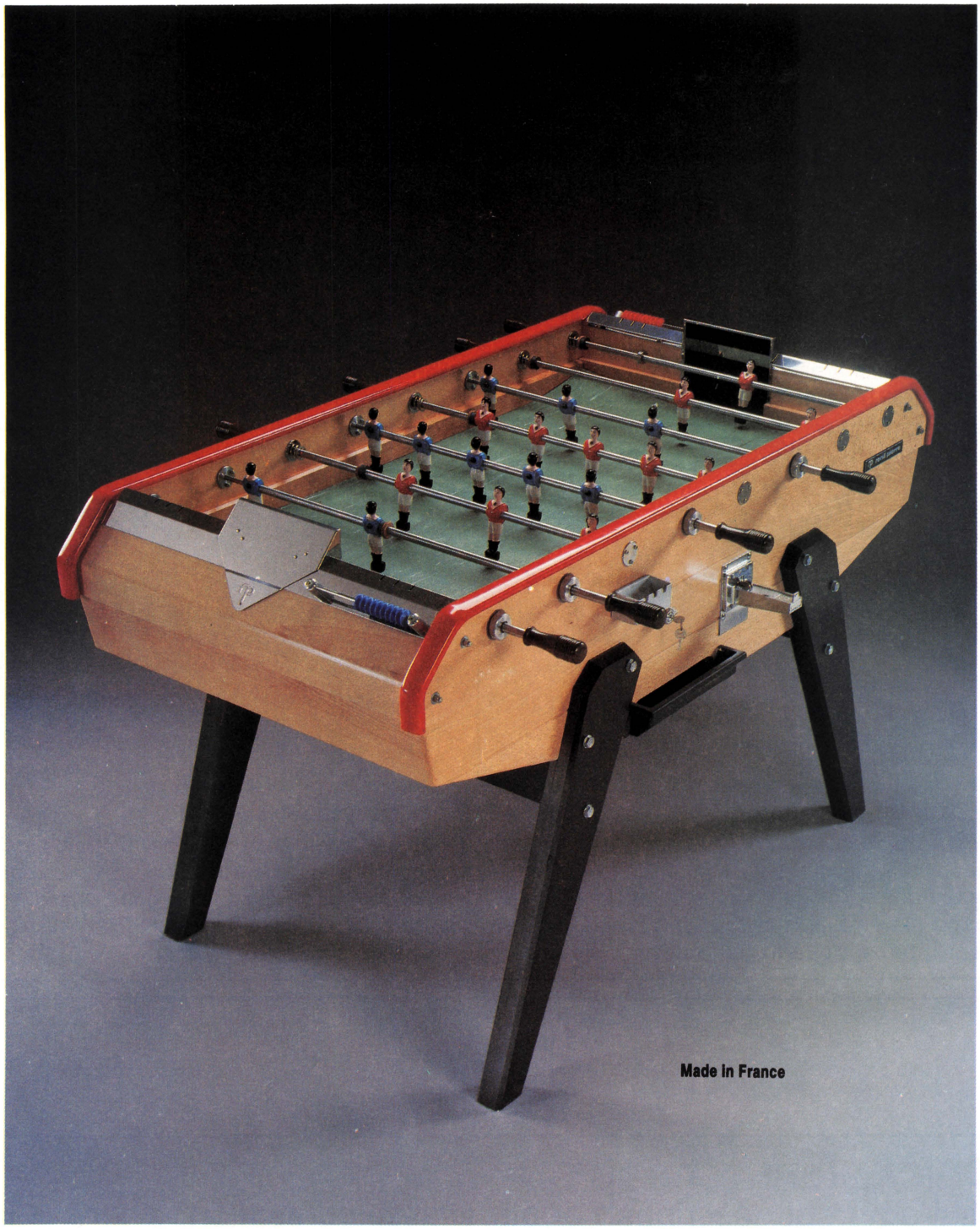
Features: Stainless steel top, twin drop coin chutes, solid state mechanism, automatic scoring with "game over" light, automatic puck return/puck lock-in at game's end, adjustable time, access doors to all parts of the game, safe cash box, 100 percent mica cabinet, and reinforced goals/frame.

Indoor Soccer

From: Murrey & Sons

Features: Chrome steel solid rods, tournament size cabinet playfield, professional scoring device, chrome ash trays, rubber-handled grips, easy access ball return, genuine ABT coin slot (25 cents standard), special metered ball count mechanism, and non-slip rubber casters.

renē pierre FOOSBALL COMPETITION 2000



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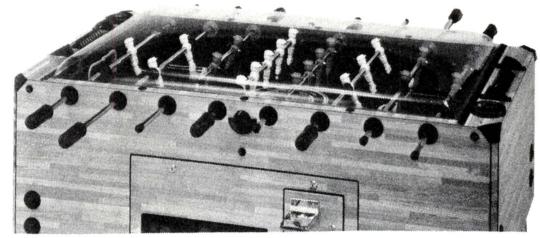
Tournament Soccer

From: Penn-Ray Sutra

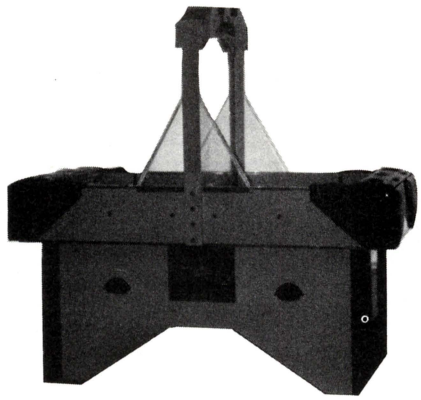
Features: Easily accessible scoring unit (made of unbreakable plastic), white goal hole liner for clear identification and protection of the goal mouth area, large easy-grip handles, a patented ball metering system, vends nine to 11 balls, and solid rods.



New Domed Tournament Soccer

From: Penn-Ray Sutra

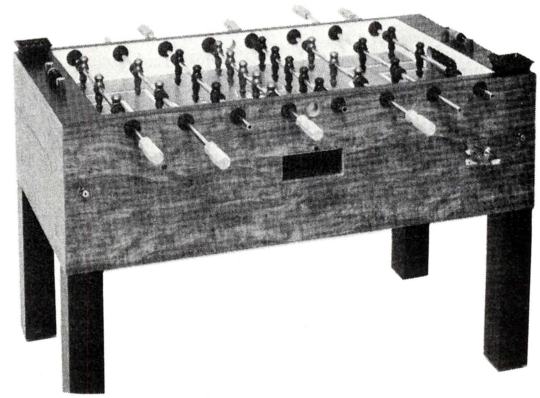
Features: Same as the original *Tournament Soccer*, but with some new features, such as a plexiglass dome covering the playfield, a black playfield with silver formica finish, and white and gray team figures made of improved materials to eliminate breakage.



Rollerball

From: Rollerball, Inc.

Features: A table game involving two-handed participation; the object is to score goals by propelling a one-inch steel ball into the opponent's goal; features two wooden paddles per player, a three- by five-foot playing surface and the ball; the paddles are used to defend three goals.



The Standard

From: Tornado Table Soccer

Features: Long-lasting men, the "McCloud Split-Bearing," octagon handles, rubber bumpers, solid steel posts, stainless steel rods, hand-crafted fiberwood cabinet, high pressure laminate surface, three-man goalie, simple lock systems, and nine balls dispensed per game.

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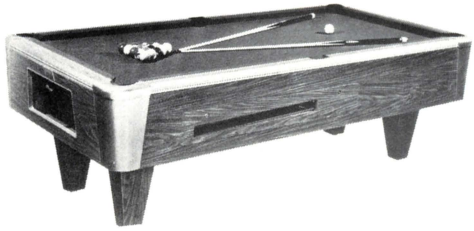
BILLIARDS

Bumpa Pool

From: American Shuffleboard

Features: All deluxe accessories, genuine Formica throughout, professional K-66 type rails, highest grade billiard cloth, guaranteed automatic ball return, exclusive "cue ball lock," tamper-proof cash box, and cheat-proof "feather-touch" coin chute mechanism.



The Classic

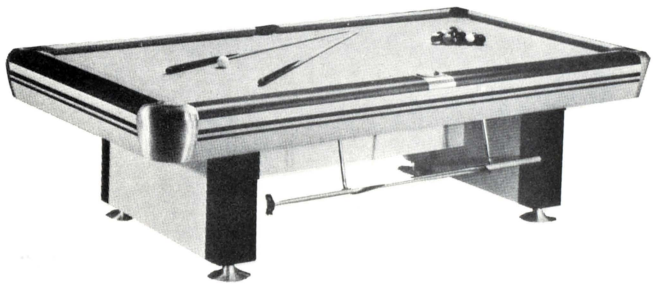
From: American Shuffleboard

Features: 38-1/2" by 54" by 31" high, 220 lbs. (domestic packed) or 285 lbs. (export packed), one set of 10 high-grade balls (five red, five white), two high-quality, 48" cue sticks, one chalk holder, one box of pool chalk, one rules sign, and extra tips, cement and cue clamp.

The Boss (also Royal Oak)

From: Corner Pocket Billiard Supply

Features: Laminated construction, strong slate supporting the cabinet and frame, reinforced leg assembly, cast aluminum corner and side castings, K-66 style cushion rubber, precision mechanical parts, counter balance ball tray, and cue ball separator.



The Challenger

From: Dufferin

Features: Solid aluminum pocket castings, extruded aluminum side panels, dowelled and framed 1" slate, heavy duty laminated frame, full width 6-1/2" hardwood rails covered with Formica, and a choice of side panel stripes to match the cloth color (when available).

Dynamo Pool Table

From: Dynamo

Features: Available in four sizes, modular coin box system, steel ball ramp, "Push Lok" plastic pocket liners, steel slate support system, polished chrome corners, standard interchangeable parts, plastic pocket ramp system, and plywood construction of floors/walls.

The Coin

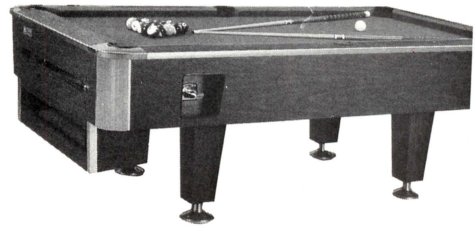
From: Global Billiards

Features: Solid all-plywood construction with high-pressure Formica laminate, solid hardwood rails with full-size K-66 profile rubber cushions, a magnetic separator, an anti-cheat mechanism, one-lock sliding window, a trap door for removal of debris, and no chalk problems.

Old Timer

From: Global Billiards

Features: This has all of the same features as the standard Global Coin table; it comes in three sizes: 7'-40" by 80"; 8'-44" by 88"; and 9'-50" by 100" (3 pc. 1" slate).



M-1 Coin Table

From: Murrey & Sons

Features: Long-wearing professional billiard cloth, professional live rubber cushions, cast aluminum castings on all corner pockets, solid plywood aprons and cabinet, wood-simulated laminate rails and cabinet, straight line rails, coin meter, and clog-free ball return.

Bumper Pool

From: The Valley Co.

Features: Slate bed covered with genuine green billiard cloth, stainless steel corner caps, aluminum bumpers, rubber cushions, hardwood rails, legs with individual levelers, the feel of leather with a specially developed Pionite laminate, and ball return to the end of the table.

Cougar ZD-4

From: The Valley Co.

Features: Available in four sizes, redesigned coin chute, all-plywood cabinet, durable high-pressure laminate, coin mechanism adjustable to $1 play, reliable ball separator, one-piece Italian slate, end-to-end slate support system, and double reinforced fiberglass legs.

Series 500

From: U.B.I.

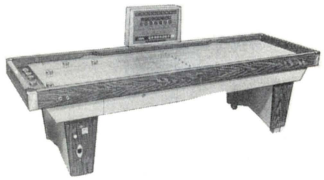
Features: Available in four sizes, 3/4" and 7/8" full-size slate tops with 3/4" by 2" hardwood supports, burn resistant laminated mica, heavy duty chrome steel legs, locked cash box holds up to $1,200, cue ball returns to shooter's end, and coin-mechs with tamper proof counter

Series 1000

From: U.B.I.

Features: Available in four sizes, magnetic 2-1/4" cue ball, all plywood "tongue and groove" construction with internal bulkheading, recessed area surrounding the coin door for easy replacement, side door service with a self-contained ball release mechanism, and full-size slate tops.

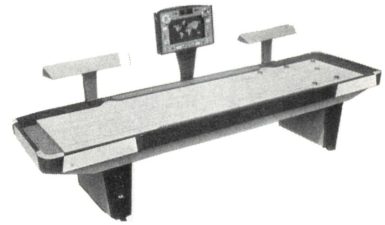
SHUFFLE ALLEYS, BOWLERS, ROLL-DOWNS



Royal Bank Shot (9 ft.)

From: American Shuffleboard

Features: Compact size allows for easy fit in locations, pin- gate control to prevent free play, slick Dura-Lak finish, climatic adjusters to insure a level playing surface, electric (digital) scoreboards, and kits for organizing tournaments or leagues.



Royal Cushion (9 and 12 ft.)

From: American Shuffleboard

Features: The 9 ft. has the same features as the 9 ft. Royal Bank Shot; the 12 ft. features a "horse collar game" where up to nine players score individually, adjustable pin-gate control for 15, 21 and 51 points, a Rail-Type Electric Scoreboard, and a full set of accessories.

Royal Longboard

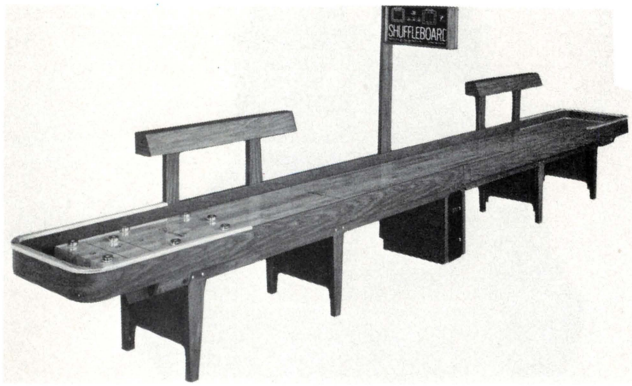
From: American Shuffleboard

Features: Available in 16-, 18-, 20-, and 22-foot sizes, pin-gate control, Dura-Lak finish, climatic adjusters, electric scoreboards, sparkler weights, tournament kits, a scoreboard lit by pedestal fluorescent lamps, and complete accessories and instructions.

Super Bowl

From: Imagination Leisure

Features: Six different games, printout for a souvenir or for prize redemption, one to six players, computerized scoring, 4-1/2" big ball or 3" ball, adjustable pricing, two alleys use common ball return, power ball return, complete bookkeeping and diagnostics, and easy set-up.



Playfair Shuffleboard

From: Playfair Shuffleboard

Features: 3" solid maple playing surface with silk-screened graphics, microprocessor controlled, over/under cash box doors, available without coin doors for time rental play or home use, and available in smaller 16' size.

PLAY METER

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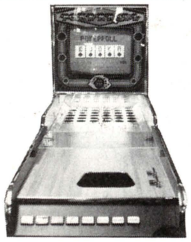
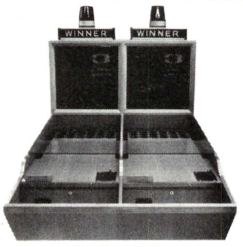


Pokerroll

From: SMS Manufacturing

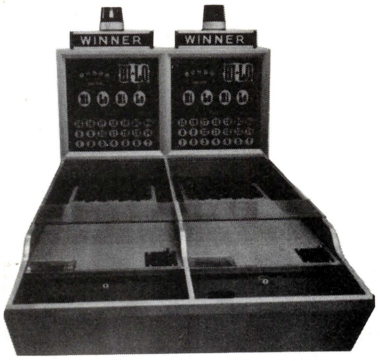
Features: Combination roll down and video poker with 20-inch flat screen, Wells-Gardner color monitor, XY grid mechanism for card evaluation; after rolling five balls, players can selectively discard certain balls and roll again.



3-In-Line

From: Seidel Amusement

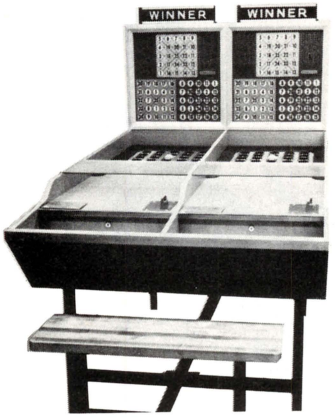
Features: Ticket dispenser, microprocessor-controlled circuit board, 12-inch foul glass, ticket and coin meters, score display on each game, and winner light and bell; the object of the game is to score three lights in a row or a double 3-In-Line.



Hi-Lo

From: Seidel Amusement

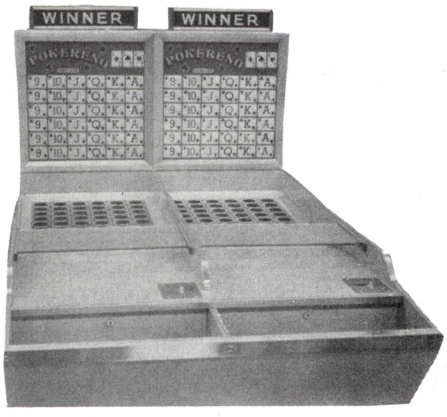
Features: Ticket dispenser, Win-A-Path playfield dividers, winner beacons, winner light and bell, microprocessor-controlled circuit board, ticket and coin meters, and score display; the object of the game is to score Hi-Lo (21) with 2 to 5 balls or remain under Hi-Lo with 5 balls.



Lite-A-Line

From: Seidel Amusement

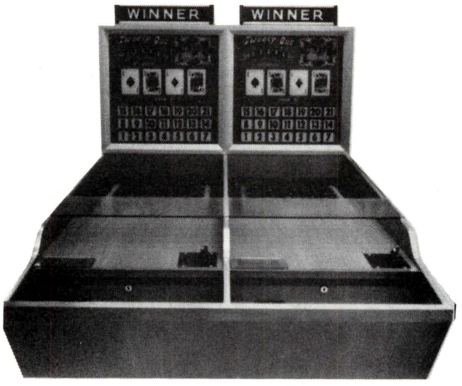
Features: Ticket dispenser, winner light and bell, 12-inch foul glass, microprocessor-controlled circuit board, ticket and coin meters, and score display on each game; the object of the game is to score one or more lines (5 lights in a row) to win.



Pokereno

From: Seidel Amusement

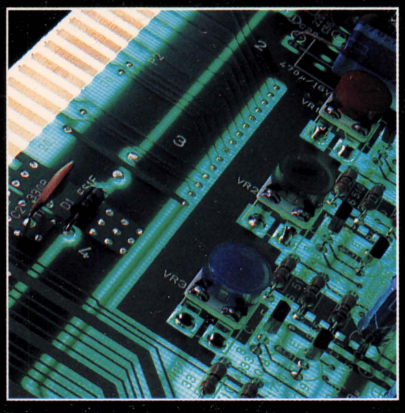
Features: The same standard equipment as the previous Seidel games; Pokereno derives its name from the card game Poker, with the more tickets being dispensed as the player's hand improves.



Twenty-One

From: Seidel Amusement

Features: Ticket dispenser, Win-A-Path playfield dividers, winner light and bell, ticket and coin meters, microprocessor-controlled circuit board, 12-inch foul glass, score display on each game; the object is to achieve a score of 21 with 2 to 5 balls, or remain under 21 with 5 balls.

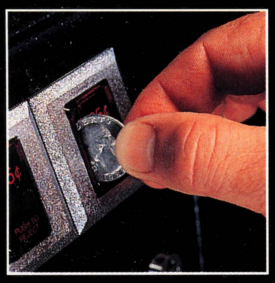


A HOT NEW KIT GOOD FOR COLD CASH.

THE NEW PLAYCHOICE KIT™ MORE PICKS, MORE PLAY

Choice is the name of the game when you want to keep players coming back steadily over a longer period of time. That's what the new PlayChoice Kit™ from Nintendo is designed to do with your VS. UniSystem®. Now you can give players more choice than ever. And they can pick from the hottest titles going. Choose a PlayChoice Kit™ with five games or ten. Either way, you've picked a winner.

HOT TITLES

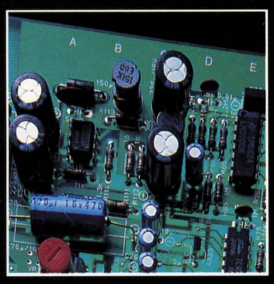


Whether you go with the five-game or the ten-game kit, you're guaranteed sizzling best sellers. Players will be glued to the screen playing top titles like Double Dragon[1], Super Mario Bros. 2™, Contra[2], R.B.I. Baseball[3], Gauntlet[4], Mike Tyson's Punch-Out!!®, Rad Racer™[5], Kung Fu[6], R.C. Pro-Am™[7], Track & Field[8]. And with over 25 games available in our current library, you can change games to keep the action fresh, the interest up, and the cash flowing.

BELLS AND WHISTLES

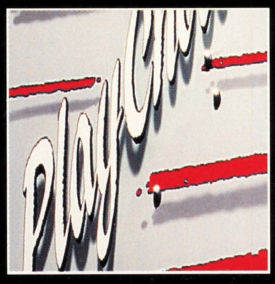
For all its brains, the PlayChoice Kit™ is a beauty, too. Sharp new side-panel graphics and a high-tech control panel with space-age controllers look as hot and up-to-date as the games inside. Your VS. UniSystem® will have the look and feel of a whole new machine — and perform like one, too.

MORE POWER



The new PlayChoice Kit™ fits right into your Nintendo VS. UniSystem® giving you the power to pull in more profits than ever. In fact, the new software for the PlayChoice Kit™ is twice as powerful. So the graphics have more grab. The colors have more pop. Punches have more pow. And players have more long-playing fun and games.

ACTION PLAN



Get the inside story on the hottest new idea in coin-op straight from the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. at (206) 882-2040. The Nintendo PlayChoice Kit.™ It's more power to you.

[1]™Tradewest, Inc., [2]™ Konami, Inc., [3]™ & © 1987 Atari Games Corp., ©1986, 1987 Namco, [4]® © 1985 Atari Games Corp., [5] © 1987 Square Co., Ltd., [6] © 1984 Irem Corp., [7] © 1987 Rare, Ltd., [8]™ Konami, Inc. All titles are subject to location testing.

PlayChoice
Nintendo
TM
PlayChoice
Nintendo

A HOT NEW KIT GOOD FOR COLD CASH

- Players want more choices. The PlayChoice Kit™ comes with a choice of 5 or 10 games.
- Players want the hottest titles. The PlayChoice Kit™ has the winners.
- Players want the latest games. The PlayChoice Kit™ lets you keep current with new titles.
- Players want excitement. The PlayChoice Kit™ makes your VS. UniSystem® look as hot as it plays.

Nintendo®
The Systems Company

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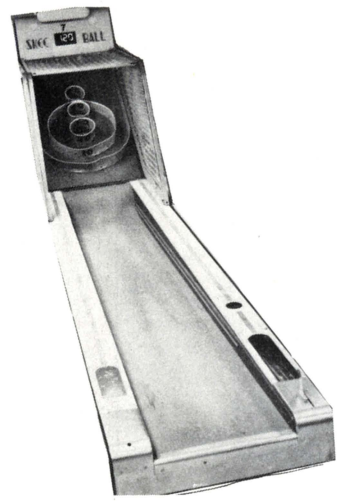
Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052

Mini Skee-Ball

From: Skee-Ball

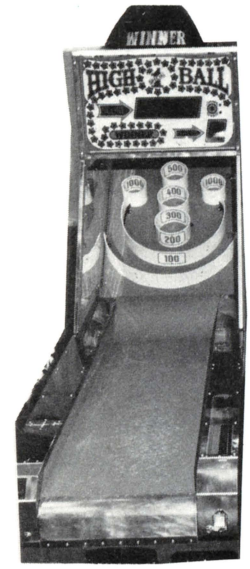
Features: Alleys only six or eight feet long, ticket dispenser, adjustable height, beacon flasher, adjustable coin mechanism, incandescent-lit scores, ball indicator display, six or nine balls, programmable audio sounds, and can be serviced from front.



Skee-Ball (10 and 13 ft.)

From: Skee-Ball

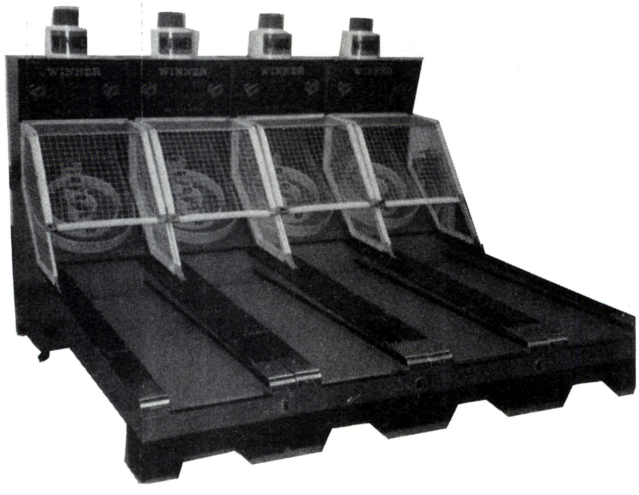
Features: Constructed of laminated hardwood, special white solid extruded rubber ball pockets, special machine-knotted Fish-Net to contain the balls, 1/4'' thick cork carpet, coin mechanism adaptable to coins/tokens, steel coin box prevents easy entry, and strong plywood-constructed cabinet.



High Ball

From: The Norton Co.

Features: Custom score screens available, special four-digit score readout, ball detectors, 1,000-point ring board, running lights on score screen, selectable six or nine ball play, adjustable winning score levels, and advanced electronics.



Super Ball (10 ft.)

From: Troy M Enterprises

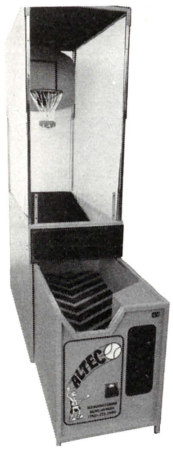
Features: Solid state electronics, front access to components, reinforced cabinet, bright contrasting colors, one ball play, and built-in accounting; also available (but not standard) are custom programming, custom logo, and custom colors; a 13-foot model will soon be available.

Gold Mine

From: Williams Electronics

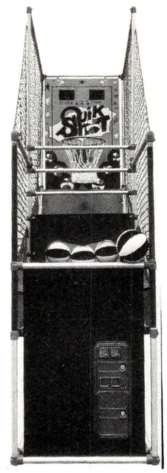
Features: Sleek cabinet, extra-fast playfield, powerful new speech, and original music; along with the Williams classic ways to score- Regulation, Strike 90, Super Strike and Flash- now there's Gold Strike for bonus challenge; Gold Mine has a height of 71-1/4'' and a depth of 103-5/8''.

BASKETBALL GAMES



Altec Basketball
From: Altec Mfg.

Features: Adjustable playing time and price of play, optional ticket dispenser and bill acceptor, dual coin mechs. Adjustable height up to 10' high x 10' long x 30'' wide. Comes with five basketballs.

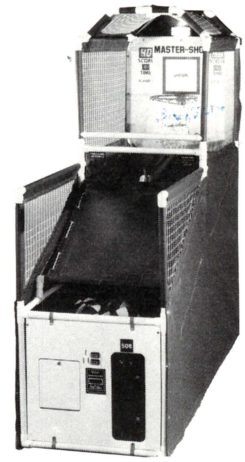


Quik Shot
From: Design Plus

Features: Galvanized steel frame, three-digit score, bonus game score, large LED readouts, fast ball return, tamper-proof gate mech, and large coin box. Adjustable game time, bonus, and height of 8' 6'' minimum; coin mech for two quarters.

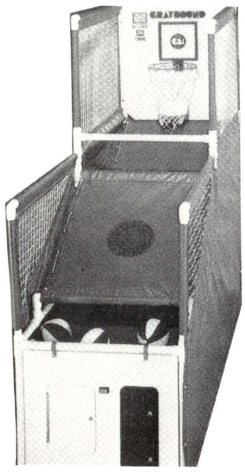
Hoop Shot!
From: Doyle & Associates

Features: CPU controlled with electronics by Deltronics; adjustable number of coins per play, amount of score needed to win, and length of game time. Lighting and sound effects, free replay option, regulation balls; 9' high x 10' long x 40'' wide.



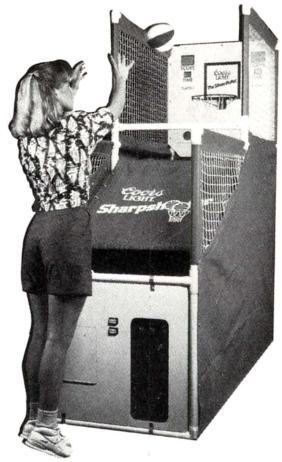
Master Shot Basketball
From: Gamemasters

Features: Display for high score, free game point setting, adjustable playing time, spotlight control and music included. Easy-to-assemble, stands 8' high x 8' long x 3' wide. Options include dollar bill acceptor and ticket dispenser.



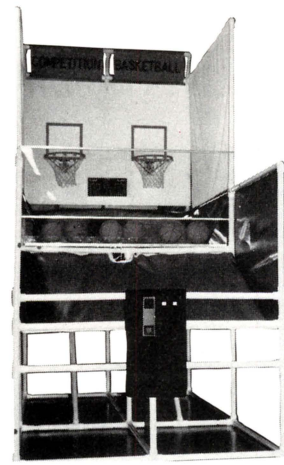
Championship Basketball
From: Grayhound Electronics

Features: Music enhancement, spotlight control for dark locations, high score display, free game point setting, and adjustable playing time. Measures 8' high x 8'long x 3' wide. Dollar bill acceptors and ticket dispensers optional.



Coors Light Silver Bullet Sharpshooter Basketball
From: Grayhound Electronics

Features: Custom version of *Championship Basketball* with Coors Light name on the backboard, all canvases, and seven-inch balls. Comes with tournament kit giving helpful operator and location information.



Competition Basketball
From: Intermark Amusements

Features: Two-player model of PVC pipe, large LED display, adjustable game time, prewired for ticket dispenser, three-point option for last 15 seconds, 11' high x 10'5'' long x 5'4'' wide. Tavern size (8') available and single player model (*Countdown*), also canopy.

Superstar Basketball
From: Kramer Mfg.

Features: All steel, realistic scoreboard with playing time, high score, and player score. Adjustable scoring time and free game point setting, tamper-proof ball release, dual floor lights, and four period game play; 8' high x 8' long x 32'' wide, with five balls.

MASTER-SHOT

THE MARKET LEADER

NEW FEATURES!

- Winners Package
- Built-in spotlight
- Improved gate assembly

FEATURES

-One or two player models
-Sturdy Construction
-Easy to assemble or relocate
-Music enhancement
-Free game point setting
-Adjustable playing time
-High score display and awards system
-Optional dollar bill acceptor, ticket dispenser, dome top and photocell ball sensor
-For bars or restaurants
-Women and children can easily play

FINANCING AVAILABLE

GAMEMASTERS

GAMEMASTERS, INC.
5555 Oakbrook Parkway / Suite 240
Norcross, GA 30093
404-662-5666

THE SMART CHOICE

SHOOT to WIN! II

FEATURES

- One or two player game
- Photo eye scoring sensor
- Shoot against timer game
- Adjustable game timer
- Adjustable high score
- Adjustable number of tickets per basket
- Selectable coin pricing
- Selectable dollar bill pricing
- Microprocessor game board

- Dual coin mechanisms
- Steel frame construction
- Locking gate assembly
- Music
- 7″ basketballs

DIMENSIONS

- Width — 33″
- Length — 9′
- Height — adjustable between 8′ to 9′
- Weight — 260 lbs

OPTIONS

- Ticket dispenser
- Dollar bill acceptor
- High score winner bubble light

NEW!

SETS UP IN 30 MINUTES

CLEAN SWEEP™

SINGLE UNIT

SUPER SINGLE UNIT

DOUBLE UNIT

TRIPLE UNIT

FEATURES

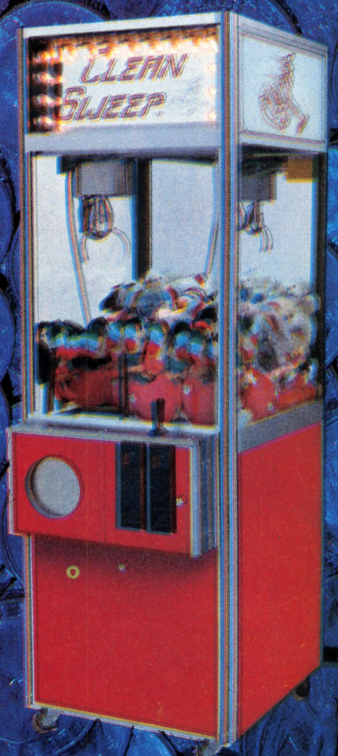
- 3 skill game options
- Skill joy stick control
- Fully adjustable claws
- Microprocessor game boards
- Steel frame construction
- Dual coin mechanism
- Game timer
- Game Bonus:
  4 quarters for 5 games
  1 quarter for 1 game

- 90-day guarantee
- Locking casters
- All units fit through standard doorways

OPTIONS

- Dollar bill acceptor
- Prize counter meter
- Winning light
- Sound system
- Ticket dispenser
- Bubble gum payout
- Plumb Bob tilt option with siren that runs off a 12-Volt battery
- LED read-out for timer and credits

COMPARE OUR SOLID STEEL FRAME AGAINST THE FLIMSY PLASTIC FRAME!



For more information contact your authorized distributor or for referral contact us.

SMART
INDUSTRIES CORP. MFG.

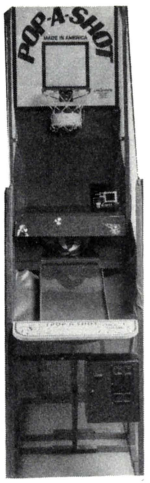
MADE IN THE U.S.A.

1626 Delaware Ave. • Des Moines, Iowa 50317 • (515) 265-9900 TOLL FREE 1-800-553-2442

Sooper Shooter Basketball Champ

From: Merit Industries

Features: Durable PVC pipe frame, easy assembly, standard dual coin mechs, all electronics in a single board. Operator adjustable settings include game time limit, pricing, free game bonus, and 15 second three point bonus. A tournament kit is available.



Pop-A-Shot
Pop-A-Shot Jr. & Sit-Down

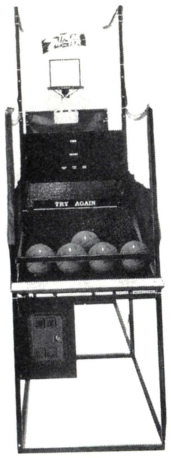
From: Pop-A-Shot, Inc.

Features: Steel construction, tamper-proof gate assembly, 12V power system, security system, digital scoreboard and shot clock, adjustable timer, and automatic ball release. Width 32", length 10' standard, 8' Jr. and Sit-Down, comes with six balls.

Shoot to Win! II

From: Smart Industries

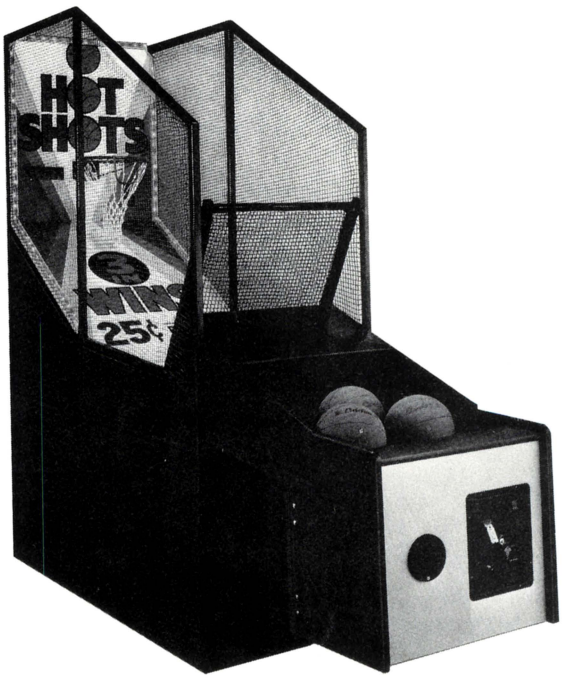
Features: Photo eye sensor, steel frame, selectable coin mechs and music; adjustable game timer, high score, and number of tickets per basket. Adjustable height 8'-9', 33-inches wide, comes with seven-inch balls. Options: bubble light, ticket dispenser, bill acceptor.



Streak Shooter
Streak Shooter Jr.

From: Streak Shooter, Inc.

Features: Steel construction, telescoping design, large LED readouts, digital scoreboard, tamper-proof gate mech, adjustable game time and bonus game score. Original 8'10" to 10' high x 9'10" long; Jr. model 7'9" high x 9'10" long. Both 32" wide with five balls.

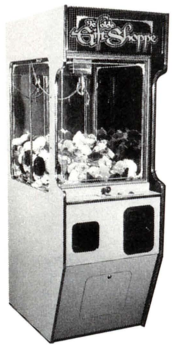


Hot Shots

From: Vari Tech

Features: Heavy-duty steel tube construction, easy-access coin drawers, rope lighting, and digital sound. Win, coin, and ticket counters standard (10 yr. battery included), 120" deep x 105" high x 32" wide, comes with five balls.

CRANES AND ROTARIES



Ye Olde Gift Shoppe

From: Altec Mfg.

Features: Single upright with European claw unit, plexiglass exterior, coin mech for one to four coins, adjustable timer, four-way joystick control, solid state electronics package, four tension adjustments for various size prizes, 12 musical tunes during play mode.

Riviera Crane

From: American Amusement

Features: Extra large viewing area to hold a large amount of prizes, dual coin mechs, coin-in and prize meters, adjustable claw, heavy duty locking wheels, tilt alarm, optional joystick control, designed to fit through any standard doorway.

Belita Crane

From: Belam Distributing

Features: Single, double, or triple cranes available with either joystick or button controls and large prize viewing area.

Six-Player Rotary

From: Belam Distributing

Features: Button controls, adjustable turntable speed and sweep arm control, deep cashboxes within the cabinet base, player stations easily identified by color, large prize display area; music package included.

Action Claw

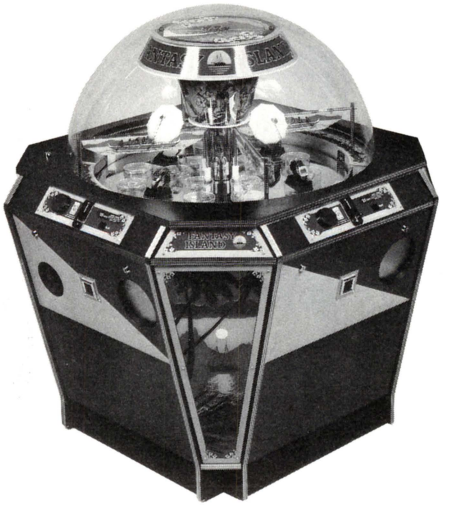
From: Betson Enterprises

Features: U.S.-made crane with Belgium claw, simple two-way operation, button or joystick control, cabinet of solid tongue-and-groove plywood, viewing area of plate glass, large prize capacity, oversized storage area, and separate locked metal cash box.

Big Choice

From: Betson Enterprises

Features: Adjustable claw size and prize value, walnut or red formica cabinet, reliable Belgium mechanism, separate locked cash box, optional coin counter meter and bill acceptor. Available in single, double, or triple versions.

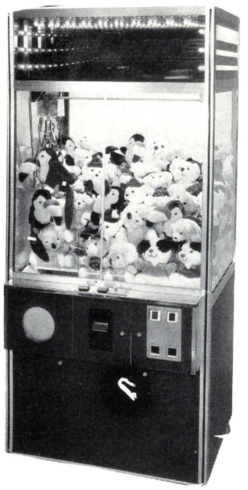


Fantasy Island

From: Betson Enterprises

Features: For one-to four-players with automatic or nudge modes, adjustable pricing, extra large award holes, full alarm system including prize lockout, sound effects with self-attract mode; brightly colored cabinet in red, yellow, and blue.

1988 FALL BUYER'S GUIDE



Top Choice

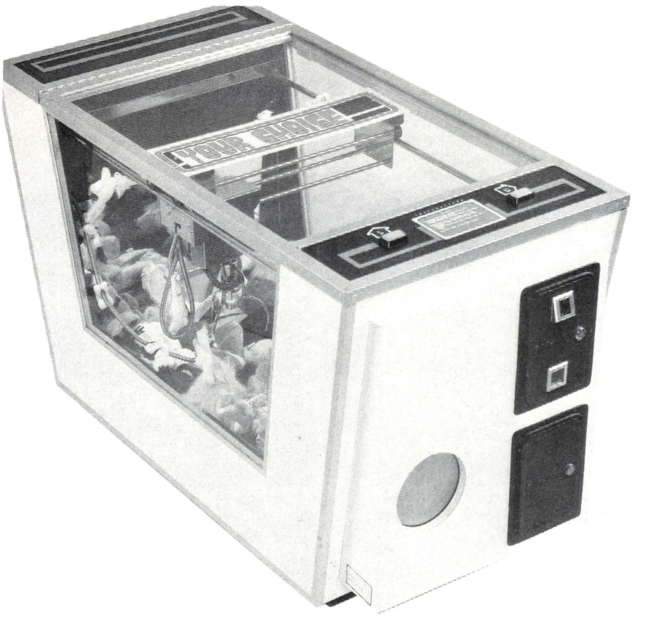
From: Betson Enterprises

Features: Single upright with oversized adjustable claw, button or joystick controls, optional $1 and $5 bill acceptor and prize counter, dual coin mech, and extra large prize viewing area and door to accommodate larger prizes.

Volcano

From: Betson Enterprises

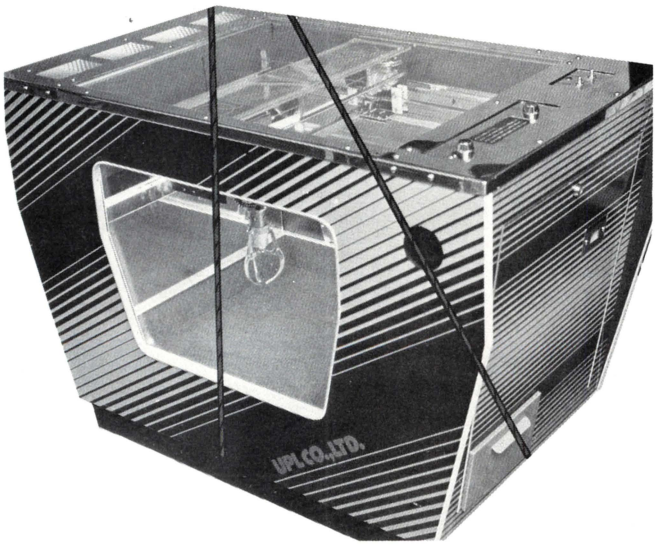
Features: High-capacity of 50-100 prizes, easy loading with front or top access, adjustable pricing, solid state electronics, dual coin mechs standard, single stop or nudge turntable play, dollar bill acceptor optional. Bright red cabinet with blue and yellow accents.



Your Choice Low Boy

From: Betson Enterprises

Features: Adjustable pricing, adjustable tension and claw size, trouble-free mechanism, prize viewing from both top and sides, available in either white or red cabinet. Dimensions are two-feet wide by five-feet deep by 3-feet high.



UPL Lucky Lowboy Crane

From: Coastal Amusement

Features: One-player lowboy in multi-colored cabinet with two button controls, tempered safety glass viewing area, plywood cabinet construction, PCB with microprocessors, sound system, and adjustable coinage with one coin mech.

Suprize Suprize

From: Coastal Amusement

Features: Two player pie-shaped unit with 20-inch tall talking/singing teddy bear attract mode, one-piece molded fiberglass construction in light blue color, and prize storage capacity for up to 200 items. Several units can be placed together for full circle effect.

Skill-Master

From: Cranes-N-Things

Features: Oversized plexiglass top to hold more prizes and give more viewing area, fully adjustable claw, solid state electronic components, dual coin mechs, theft-proof lock system, and large coin capacity. Custom formica colors available for cabinet base.

DREW

TIGER PAW CRANE

Features:

- Safe and Durable Plexiglass Panels
- Dual Coin Mechanisms
- Joy Stick or Button, Skill System
- Hinged Front Door With Dual Locks for Security and Easy Loading
- Complete With Sound and Flashing Marquee Heading
- 3½'' Locking Caster Wheels
- Separate Locking Cash Box and Prize Storage Compartment
- Coin-In Meter, Prize-Out Meter
- LED Read-Out Coins and Seconds Per Game Play
- Game Play Option of 25¢, 50¢, 75¢, or $1.00 Per Game
- 10-Second Play Time
- Optional Bill Acceptor
- Optional Ticket Dispenser
- Multi-Sensory Devices for Security, Tilt and Chute
- Operator Selector Play Settings

Made in USA
Single Crane Model

Width 24¼''
Depth 34''
Height 78¼''

Drew's Distributing, Inc.
P.O. Box 632
Fairforest, SC 29336
Phone (803) 574-0162

Tiger Paw

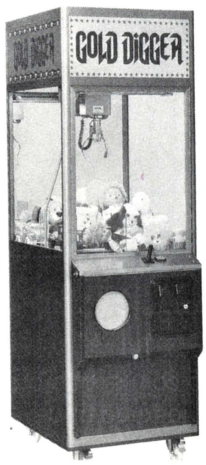
From: Drews Distributing

Features: Multi-sensory devices for security, tilt, and chute, operator-selectable play settings, separate locking cash box and prize storage compartment, coin-in meter and prize-out meter, hinged front door, joystick or button control, and locking caster wheels.

Super Spin Out

From: Gamemasters

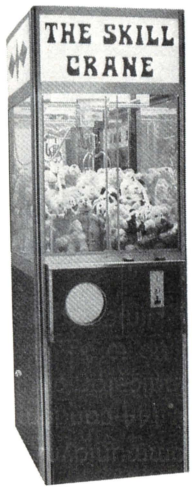
Features: Single player rotary with self-loading gravity feeders that automatically reload the playfield after a prize is won, sturdy plywood construction, and easy front door access to all electronic and mechanical parts.



Gold Digger

From: Global Imports

Features: Audio-enhanced play, visualized numerical display of credits, flashing marquee header, double coin mechs, coin-in meter, operator adjustable claw, multi-coin accumulator, separate locking cashbox and prize storage compartments.



Skill Crane

From: Global Imports

Features: Adjustable claw and timer, solid-state board, credit accumulator, dual coin acceptors, large plush capacity, one-year warranty on PC board, and LED problem detector that pinpoints which circuits to troubleshoot; also triple model.

Grabb 'Em

From: Golden Touch

Features: Single urpright with joystick control, adjustable claw, lighted marquee, plywood cabinet, plexiglass viewing area, side door storage and pull-out drawer that contains all electrical components. Optional red flashing win light and bell and bill validator.

Jumbo Skill Crane

From: Grayhound Electronics

Features: Jumbo adjustable six-inch claw, plexiglass side viewing area and tempered glass front, dual coin mech, rolling locking wheels, button or joystick control, LED read-out for coins and seconds, coin accumulator, and bill acceptor included.

Skill Crane

From: Grayhound Electronics

Features: Adjustable claw, dual coin mech, plexiglass viewing area, joystick or button control, extra-large metal coin box, deep prize area, LED read-out time for game play, coin accumulator, and optional bill acceptor. Double and triple models available.

Tough Guy Crane

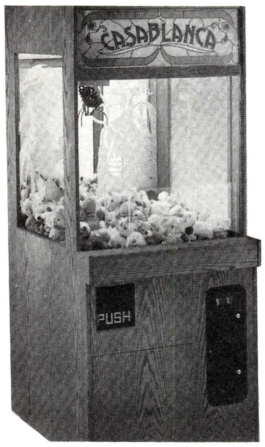
From: Grayhound Electronics

Features: All metal indoor/outdoor crane with rolling, locking wheels, special claw for better percentages, joystick or button control, shatter-proof lexan, single coin mech with standard bill acceptor; coinage can be set for 25 cents up to $1 per play.

Best Choice/Lucky Texan

From: Hollywood Cranes

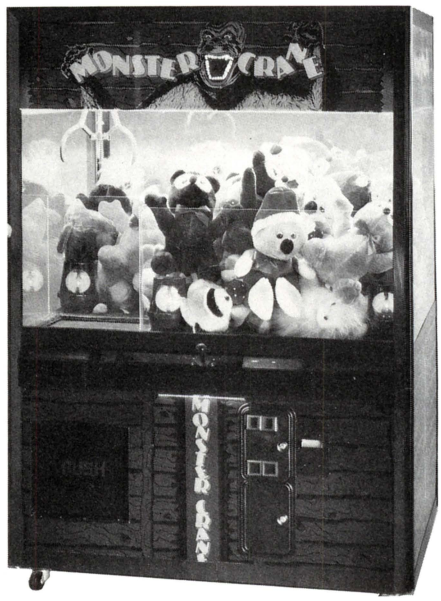
Features: Economy model of the original *Hollywood Crane*. Comes with eight-way joystick, fully adjustable claw, locking casters, steel construction, single door entry, one-year warranty on PC board and lifetime warranty on mechanism and claw unit.



Casablanca

From: Hollywood Cranes

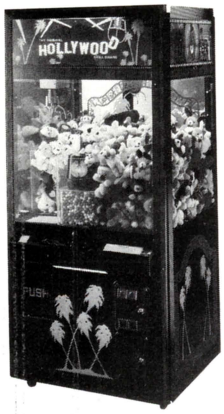
Features: Solid oak designer crane with etched glass marquee and the standard features of eight-way joystick, locking casters, metal inner construction, win cycle with win meter, double-door high-security redemption chute, and tempered glass viewing area.



Monster Crane

From: Hollywood Cranes

Features: Oversized unit with claw, viewing area, and prize chute for the largest prizes, theme graphic inlays, metal construction, over and under coin door system and high security locking cash box, and eight-way joystick control; same warranties as other Hollywood cranes.



Original Hollywood Crane

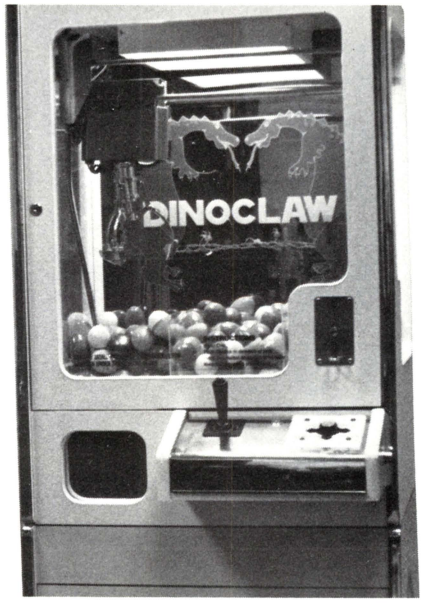
From: Hollywood Cranes

Features: Designer graphic artwork, tempered safety glass, all metal construction, fully opening front door, over and under coin doors with large locking security coin box. Options include ticket dispenser, $1-$5 bill acceptor, bill stacker, and theft-proof redemption chute.

Skill Power Plower

From: Hollywood Cranes

Features: Upright or arcade style with domed top, tempered glass viewing area, hinged top opening for easy access, anodized aluminum corners, and one-year warranty on the drive mechanism and control board; many options and operator adjustments.



Dinoclaw

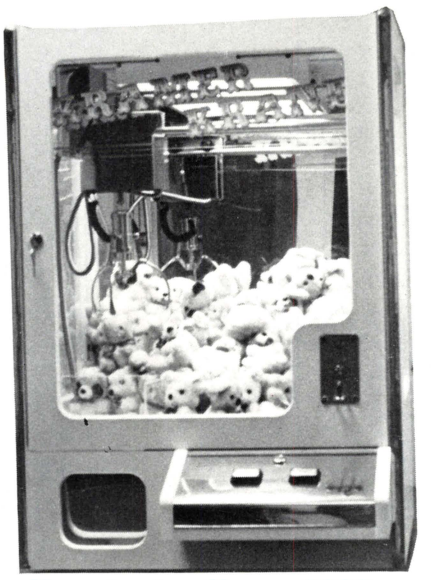
From: Kramer Mfg.

Features: Dinosaur motif upright crane that gives a prize with every play. It operates the same as Kramer's standard mini upright crane with the exception that if a prize is not won, the claw returns to home and continues play.

Kramer Krane 2000

From: Kramer Mfg.

Features: Coin-in and prize-out meters, operator-adjustable claw, plexiglass panels, joystick or button controls, seven complete dip switch cnangeable play modes, double lock front prize door and separate locking cash box and storage; back access for service.



Kounter-top Krane 2000

From: Kramer Mfg.

Features: Proven Belgian crane system with anti-knock-down brackets, joystick or button controls, variable play settings, operator-controlled play time settings and adjustable claw for different prize sizes, full credit LED display.

Super Skill Dozer

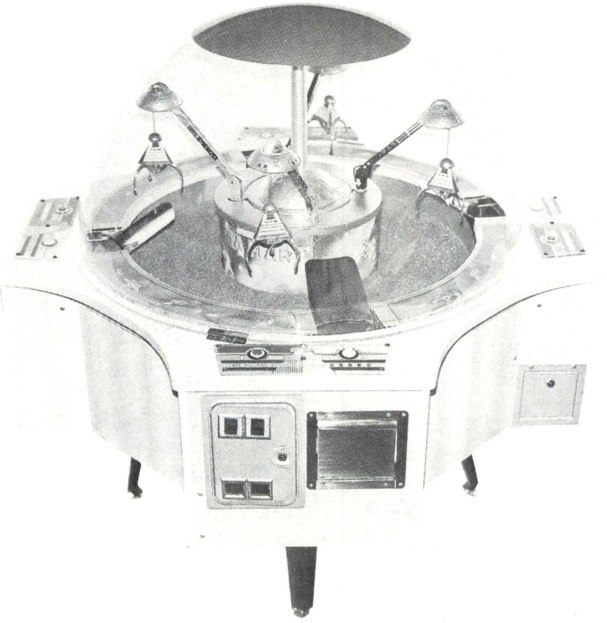
From: Kramer Mfg.

Features: New design with 12" multi-colored rotary built into the rear play floor that holds 25 prizes. Above the turntable is a revolving ball that acts as a prize pusher. Win frequency operator-controlled, speed of turntable and pusher adjustable.

Big Top Crane

From: Omni Products

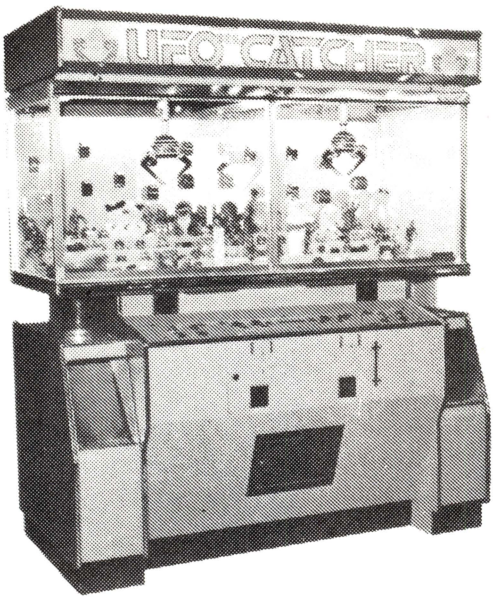
Features: Solid state circuitry, joystick control, dual coin mech, LED display for time and credit, 16 credit settings for coins or dollars, eight time play settings, optional bill validator.



Diga Mart

From: Roth Novelty

Features: One-to four-players unit with domed top and double coin mechs, accommodates various sized prizes, three musical tunes selectable by dip switch, prizes move on turntable, starter merchandise package available, play time of 80 seconds.



UFO Catcher

From: Roth Novelty

Features: Two-player game with two coin mechs, front servicing, prize restocking by use of sliding front glass, prize display area in an elevated position for easy viewing, handles an extensive variety of merchandise up to maximum width of 7.9 inches.

Crown Jewels 30-Cup

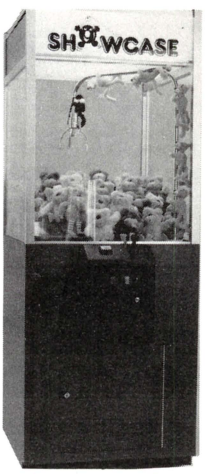
From: Showcase

Features: Two-player with joystick control, space-saving design, shake and tilt alarm, high visual impact viewing area, plexiglass window for safety, adjustable pricing and timer, modular electronics, extra large coin box, self-stocking, 30 cup-reserve model.

Crown Jewels 90-Cup

From: Showcase

Features: 90-cup reserve rotary with self-loading by gravity, two-player action, joystick control, directional control of sweep arms, automatic security gates, adjustable pricing and timing, $1-$5 bill acceptor available.



Custom Crane

From: Showcase

Features: Adjustable timer and coinage, joystick standard, rotating playfield that moves toys via baffles and eliminates dead corners, interchangeable marquees available for seasonal emphasis, formica covered cabinet. Also available, *Double Custom Crane*.

Cocktail Crane

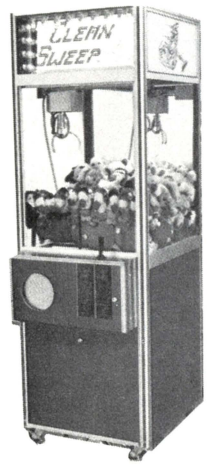
From: Showcase

Features: Clear viewing of prizes from above and on three sides, revolving platform for prizes and baffles to keep them moving and accessible, interchangeable marquees, two doors for access, tempered safety glass top.

Clean Sweep Triple

From: Smart Industries

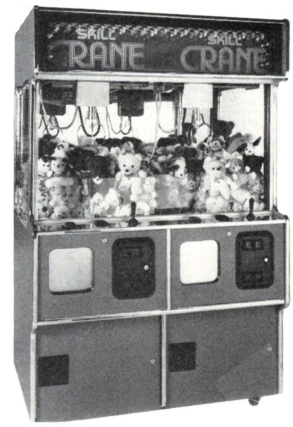
Features: Three skill game options, game bonus, joystick control, steel frame construction, dual coin mechs, adjustable claw. Options include bill acceptor, prize counter meter, winner light, sound system, ticket dispenser, bubble gum payout, LED read-out for timer and credits.



Clean Sweep Single

From: Smart Industries

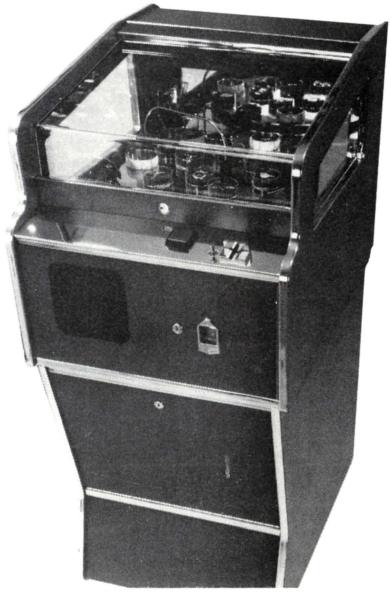
Features: Game Bonus (one quarter⁵one play, four quarters⁵five plays), steel frame, joystick control, three skill game options, adjustable claw, dual coin mechs. Same options as single unit; also available, *Clean Sweep Super Single* and *Clean Sweep Double*.



Double Skill Crane

From: SMS Mfg.

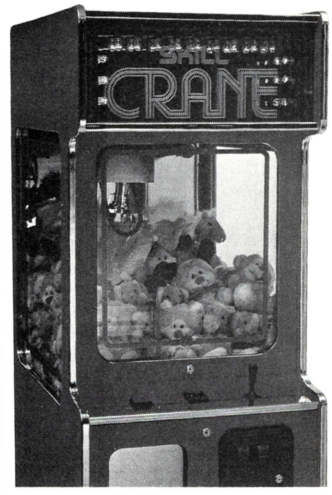
Features: Digital credit/timer, optional controlled claw drop and total claw adjustability, adjustable pricing and prize-out meter, sturdy plywood cabinet, wide viewing area, double coin mech, large prize door, and locking front wheels; optional bill acceptor and ticket dispenser.



Emperor Rotary

From: SMS Mfg.

Features: Variable playfield speed control, adjustable pricing and playing time, adjustable player-controlled nudge, volume control, and tilt alarm, button control or optional two-way joystick, shiny red cabinet with brass side molding and brass-coated control panel.



Skill Crane

From: SMS Mfg.

Features: Adjustable claw grip, complete music/sound and light packages, chase lights over mirrored header, choice of button or joystick controls, prize detection meters, and an unauthorized intrusion sensor with audible alarm.

The Gobbler

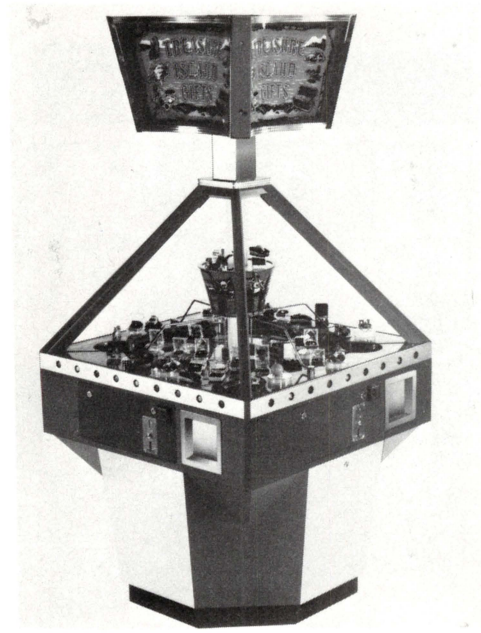
From: SMS Mfg.

Features: Economy model single upright with the same reliable crane mechanism as deluxe models, double coin mech, large prize door, prize viewing on three sides, joystick or button control, and locking front wheels.

Sonic Crane

From: UAI New Jersey

Features: Skill system with joystick control, sound system, prize metering, microprocessor board, two-digit credit meter and timer, dip switches for coin/play settings, dollar bill acceptor, ticket dispenser, and winner light. Double and triple models also available.



Treasure Island Gifts

From: UAI New Jersey

Features: Four-player, percentage adjustments, adjustable speed of turntable, silkscreened turntable for player appeal, full tilt alarm system, perimeter running lights, and sound system. Cabinet of bright red, white, and blue.

Challenger 4

From: Wedges/Ledges

Features: Modular, expandable, audio-enhanced play, multiple ticket settings, with music and sound effects. Eight-way joystick control and three buttons for slow, hold, and close; double coin door, PCB with microprocessors, adjustable coinage.

Challenger 4/Carousel

From: Wedges/Ledges

Features: Four-player upright with eight coin mechs and a double coin door at each player's spot, carousel field that rotates, enchanced audio, complete prize viewing from any angle, eight-way joystick and three buttons as in the single *Challenger*.

Comer

From: Wedges/Ledges

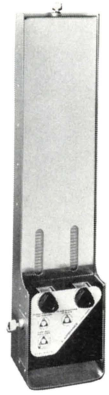
FeAtures: Dual direction mirrored belt for sparkle and continuous movement of prizes, clutch drive mechanism, joystick control, self-stocking merchandise mode, single, double, or custom multi-player game that handles a large variety of gifts and prizes.

CONDOM MACHINES

Condom Dispenser

From: A & J Vending

Features: Condoms dispensed in Primary Manufacturers Packaging (can be adapted for Vendpacks), product capacity of 100 condoms, 16-gauge stainless steel, adjustable on location to vend at 50 cents, 75 cents or $1, coin box capacity of 400 quarters, and internal security bar.



Condom Vending Machine

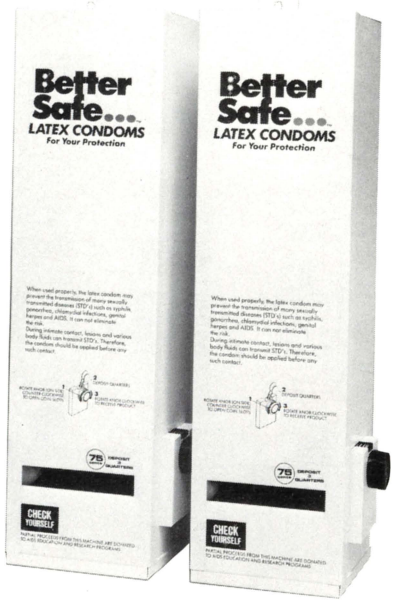
From: Allison Devices

Features: Stainless steel machine, accommodates two personal care products (condoms and antacids suggested), two windows, double column capacity for 200 items, two coin mechanisms allow vending from 25 cents to $1, engineered for long life, and styled to fit any environment.

Protection Plus

From: Atec Manufacturing

Features: Built-in product display windows, double column capacity to hold 288 items, adjustable coin mechanism for 25 cents to $1, large capacity cash boxes, constructed of 16-gauge steel, hinged door for easy service, and columns that remove quickly for refilling.



Check Yourself

From: Better Safe

Features: Holds up to 120 condoms, coin mechanism accommodates 10 cents up to 75 cents, white or pink enamel color choices, supplies double-wrapped latex condoms, health notices printed on the machine, and a front cover that slides up for easy access and reloading.

Personal Care Center

From: Cadillac Marketing

Features: Three-product versatility with individual prices, 25 cent to $2 pricing, 14-gauge steel construction, pushbutton operation, 144-item capacity, no jamming at full capacity, slug-proof SR-1 coin acceptor, flashing "out of product" light, and an effective locking system.

Smart Sex Condom Dispenser

From: Cadillac Marketing

Features: Rugged construction, handsome design, 144 FDA-approved condoms included (no extra cost), two security locking bars, 120-condom capacity, immediate availability, weight of 13 lbs., and height of 26".

Condom Dispenser

From: Communidyne

Features: 144-condom capacity, front loading panel, out-of-stock indicator, double column, two coin acceptors for 50 cents up to $1, extra large coinbox holds over 600 quarters. Dimensions: 26'' high by 6.5'' wide by 5.5'' deep.

Health Gards Condom Vendor

From: Hospital Specialty Co.

Features: White clinical style that blends with the decor of all restrooms, small and compact, constructed of steel, holds 120 condoms, vends at 50 cents each, 12-gauge steel locking bars, double-lock security system, and an extra large cash box.

Model ST-8387

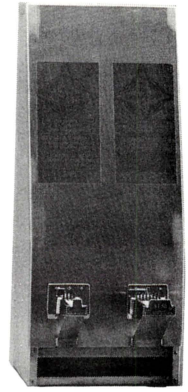
From: L'Appel

Features: Stainless steel construction, cylinder lock-protected coin box, holds 270 condoms (90 per column), vends 50 cents, 75 cents or $1, no coins accepted when the machine is empty; also, if the machine is broken into within the first year, L'Appel will replace it at no charge.

Health Systems International

From: Stanley Levin & Associates

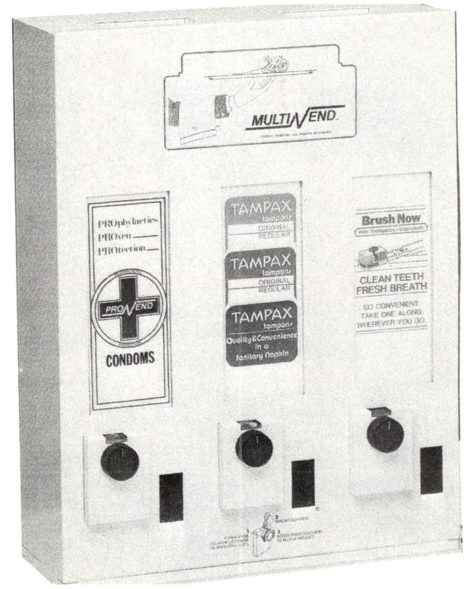
Features: Double column unit, holds up to 165 condoms, available in brushed bronze finish, red or blue, a hinged front door to facilitate product loading, coin mechanism handles 50 cents up to $1, 16-gauge steel construction, and a cash box that holds over $70.



The Protectors

From: LJP Enterprises

Features: Dispenses three individually wrapped condoms, coin mechanism converts from 25 cents to $2, holds 88 units, brushed stainless steel door, virtually tamper-proof, all aluminum body with six stainless steel support beams, lightweight, and easily installed; also dispenses tampons.



MV3 Multivend

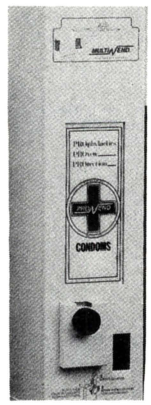
From: Mayoni

Features: Three selections (condoms, tampons, and disposable toothbrushes), adjustable four-coin mechanism with a range of 25 cents to $1, nationally known products, tamper-proof locking system, 16-gauge steel, height of 26'', width of 21-3/4'', weighs 75 lbs.; either colors of pink or white enamel.

MV2 Multivend

From: Mayoni

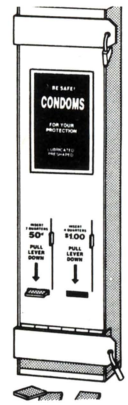
Features: Two selections (condoms and tampons), adjustable four-coin mechanism with a range of 25 cents to $1, nationally known products, tamper-proof locking system, 16-gauge steel, height of 26", width of 14-1/2", depth of 6" (same as other two models), weighs 50 lbs.; same two colors.



MV1 Multivend

From: Mayoni

Features: One selection (condoms), adjustable four-coin mechanism with a range of 25 cents to $1, nationally known products, tamper-proof locking system, 16-gauge steel, height of 26", width of 7-1/4", depth of 6", weighs 25 lbs., and comes in colors of pink and white enamel.



Model CD-1000

From: Partec

Features: Coin mechanism allows adjustable vending of either 50 cents, 75 cents or $1, 144-pack capacity, 14-gauge steel cabinet, unintimidating graphics make it perfect for women's restrooms, an "out of stock" bar that doesn't allow coins when machine is empty, and immediate delivery of supply.

Condom Vendor

From: Protocol

Features: Double coin mechanism adjustable from 25 cents to $1.25, vandal-proof locking system, adjustable columns to accommodate different package sizes, dimensions of 34" by 11" by 4.5", capacity of 320 condoms (provided by Protocol), suitable for placement in hotels, bars, etc.; color of gray.

CD-300

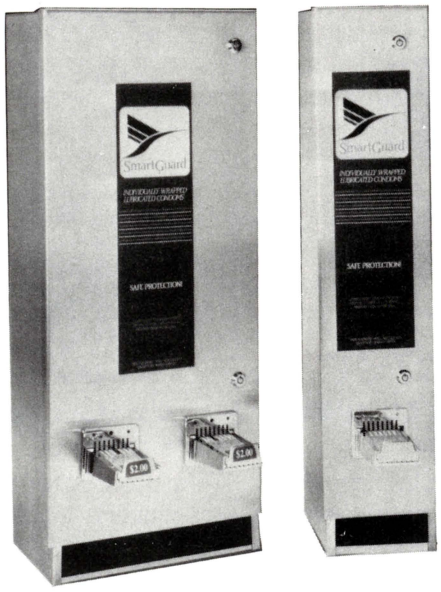
From: PVC

Features: Twin columns, total capacity of 160 condoms per column, two adjustable coin acceptors for 50 cent, 75 cent or $1 vending, graphics provided with the machine, 16-gauge steel construction, two internal locking bars, and closure lock and keys included (single column machine available).

Protection Aids

From: RMV Sales

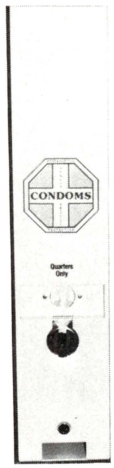
Features: Both single and double unit sizes, 16-gauge steel construction, capacity of 288 condoms (double unit) or 144 condoms (single unit); coin mechanism set for a 50 cent vend, but a conversion kit adjusts it to 75 cents or $1; all seams are welded, and the door is reinforced to 1/8" thick.



Smart Guard

From: Smart Industries

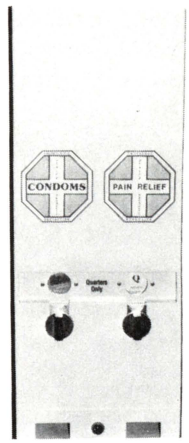
Features: Unobtrusive locks for greater security, holds 168 (single vend) or 336 (double vend) condoms, a coin mechanism that can be adjusted from 25 cents to $2 in seconds, constructed of heavy gauge stainless steel; maroon, white, and gold with black letters to appeal to men and women.



Model H&S I

From: TKW

Features: Holds 144 condoms, dimensions of 5-1/2" by 4" by 28", up to $1.50 vending, concealed padlock arms, the recessed round key lock bolts to the wall plate, a reinforced delivery area, a display window, and heavy duty construction.



Model H&S II

From:TKW

Features: Holds 144 condoms and 144 aspirin or 288 condoms, up to $1.50 vending, concealed padlock arms, the recessed round key lock bolts to the wall plate, a reinforced delivery area, two display windows, heavy duty construction, and dimensions of 10-1/2" by 4" by 28".

Model H&S IV

From: TKW

Features: Holds 144 condoms or aspirins and 60 tampons, up to $1.50 vending, concealed padlock arms, the recessed round key lock bolts to the wall plate, a reinforced delivery area, two display windows, heavy duty construction, and dimensions of 10-1/2" by 7-1/2" by 28"

Designer Classic 100

From: USA Pharmaceutical

Features: Dual flush-mounted locks, heavy 14-gauge steel construction, anti-fraud product delivery chute, pry-resistant door design, attractively designed decorative front, and available in an assortment of color combinations.

For Your Protection

From: USTC

Features: Adjustable pricing ranges from 50 cents to $1 per vend, capacity of one gross of condoms, constructed of 16-gauge cold rolled steel, dimensions of 11" by 4" by 27", weight of 26 lbs.; USTC also manufactures and supplies condoms for placement in the units.

Take Care Center

From: Vendom

Features: Coin mechanism that accommodates 25 cents to $1.25, 120-condom capacity, tasteful labels for the unit and for use on doors, mirrors and walls, constructed of heavy-gauge steel, two security hasps for padlocking, and dimensions of 25-1/2" by 7-1/2" by 6".

KIDDIE RIDES

Blue Cosmos Rocket Ship

From: Amusement Technology

Features: Imaginations can soar in this newly designed space vehicle from a far-off galaxy that offers children all the realistic movements and feel of a true spaceship.

Crown Carousel

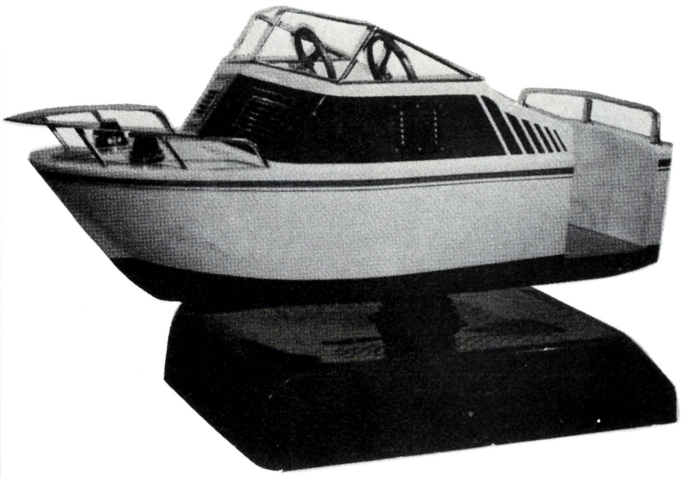
From: Amusement Technology

Features: Prancing ponies, gleaming brass poles, and a bejeweled crown top make for a truly royal carousel that's bound to attract and delight youngsters.

Pinochio

From: Amusement Technology

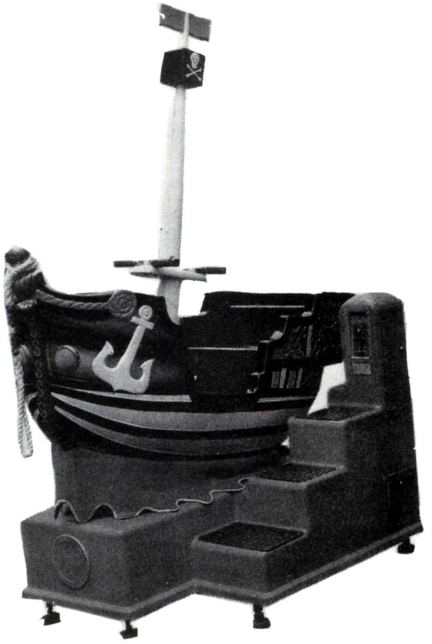
Features: The famous storybook and movie character comes to life in this character ride with see-saw motion. Children will quickly identify with the wooden toy who became a boy.



Cruiser

From: Amusement Technology

Features: Young sailors love the authentic look of this pleasure craft in red, white, and blue. Nautical detailing on this fiberglass ride with real chrome hardware.



Pirate Ship

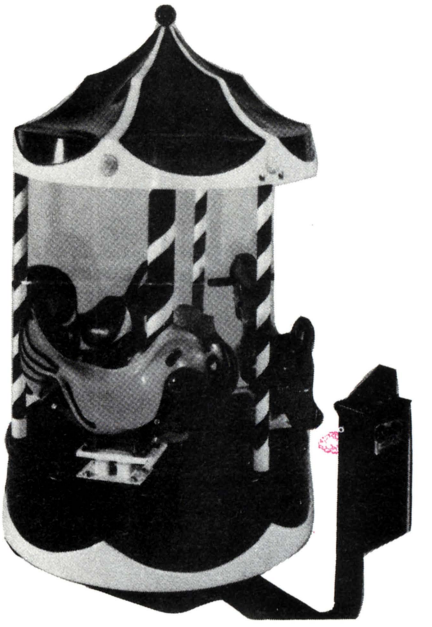
From: Amusement Technology

Features: Captain Hook would approve of this realistic looking pirate ship ride in black and red, highlighted with green and gold. It's just right for pint-sized pirates!

All-terrain 3-wheeler

From: Carousel

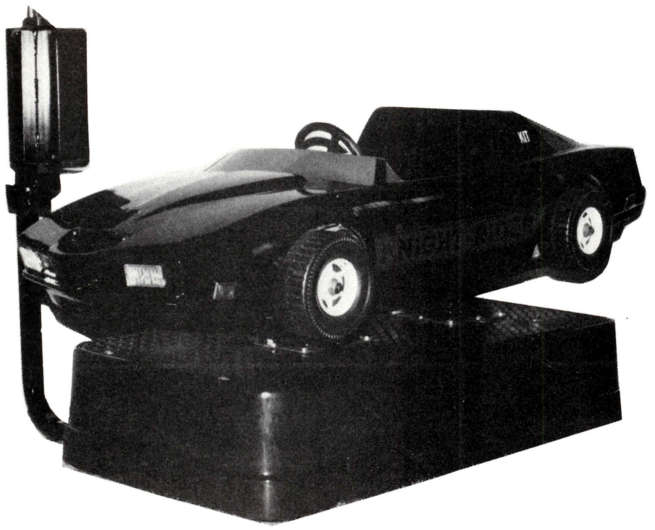
Features: A bright yellow three wheeler that moves back and forth and has authentic sounds, sturdy red and yellow base ensures a safe ride.



Jr. Carousel

From: Carousel

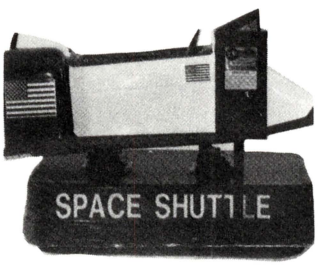
Features: Calliope music on a three-rider carousel that's built to stand constant use. Candy-stripped poles, red and white canopy top, and double-guarded cash box.



Knight Rider

From: Carousel

Features: That famous sleek black car with the special powers still registers well with young drivers. No-jerk starts, all steel frame, double-guarded cash box.



Space Shuttle

From: Carousel

Features: Space vehicle decorated with American flags, heavy-duty black base, seats a young astronaut ready for flight, same double-guarded cash box with secure 11-gauge steel outer cover.

Thunder Horse

From: Carousel

Features: Next to the carousel, the horse is the most traditional kiddie ride. Here he's done in a soft buff color and stands on a sturdy blue and yellow base, double-guarded cash box standard.

Fireman

From: Coastal Amusement

Features: Gleaming metallic silver and red fire truck with fireman decked out in blue invites youngsters for a ride. Lights and sound effects, backward and forward motion; by Whittaker Bros.

Mean Machine

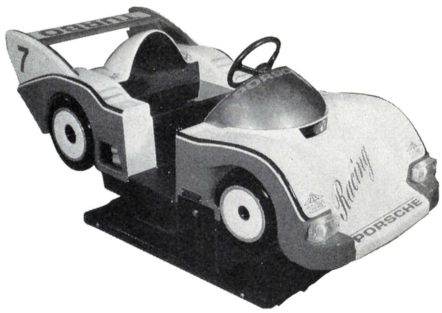
From: Coastal Amusement

Features: Self-colored fiberglass, large secure cash box, access to volume control for sound effects behind the cash box, telescopic handle in base of the machine; by Whittaker Bros.

Noah's Ark

From: Coastal Amusement

Features: The Bible story comes to life in this whimsical treatment especially for children. Red, white, and green, with elephant in front, the ride sways back and forth; by Whittaker Bros.



Porsche Turbo

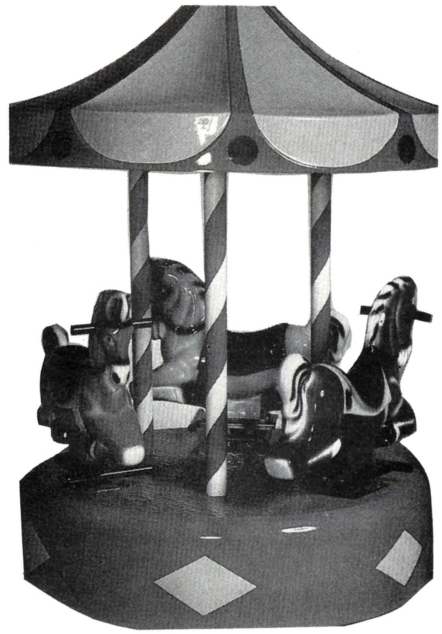
From: Coastal Amusement

Features: Front and rear flashing lights, authentic Porsche colors in a Le Mans style-racing car, engine and horn sound effects, telescopic handle at the front, rear castors; by Whittaker Bros.

Kiddie All-terrain

From: Dudley's Kiddie Amusements

Features: Royal blue and yellow fiberglass body with oversized tires and big handlebars to attract youngsters, realistic sounds, standard coin box of 1/8 inch steel plate.



Kiddie Karousel

From: Dudley's Kiddie Amusements

Features: Red, white, and blue carousel with yellow and blue canopy, three carousel horses, fiberglass body, steel fabrication for the coinbox, base, and security covers.

Motorcycle

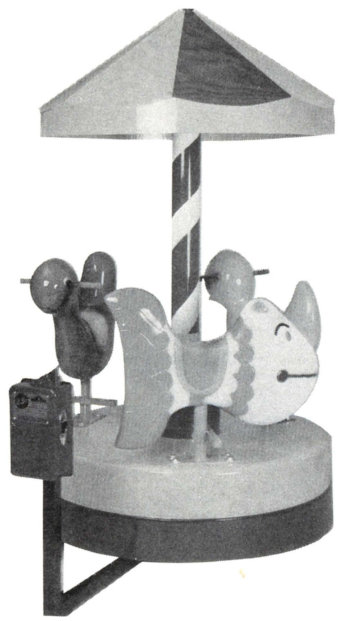
From: Dudley's Kiddie Amusements

Features: Black, red, and yellow cycle invites children to try out the motion of a real street machine, complete with sound effects, and the totally self-contained Dudley security system.

Mud King

From: Dudley's Kiddie Amusements

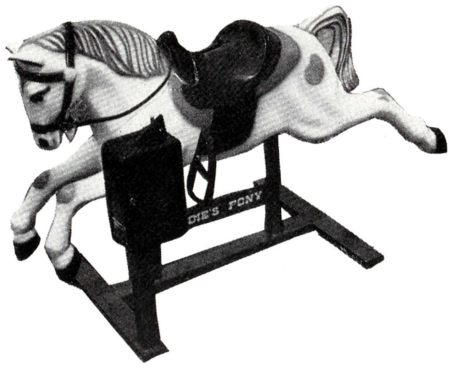
Features: A classic red truck sure to draw a youngster's eye, lights and sound effects, and the standard state-of-the art security box that has double coin mechs.



Carousel

From: Kiddies of Florida

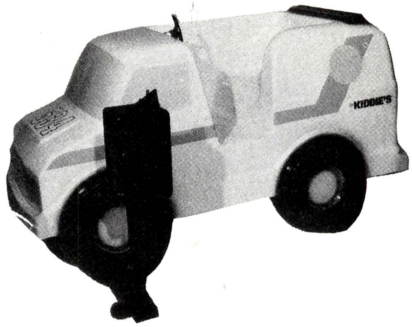
Features: Integrated sound, heavy duty metal and fiberglass construction, single pole in center, three characters, red and yellow canopy top, one year warranty on moving parts.



Pony

From: Kiddies of Florida

Features: White pony with black saddle accented in blue/green, equipped with coin counting meter as in all Kiddies rides, safety tested, motor-gear box direct drive.



Teen Van

From: Kiddies of Florida

Features: Aspiring deliverymen can climb into this child-size van and enjoy the sounds and feel of the real thing. Same standard features as other Kiddies rides.

Wheeler

From: Kiddies of Florida

Features: Brightly colored red, black, and yellow three-wheeler made of heavy duty metal and fiberglass, integrated sound, one year warranty on moving parts.

Cobra Army Tank

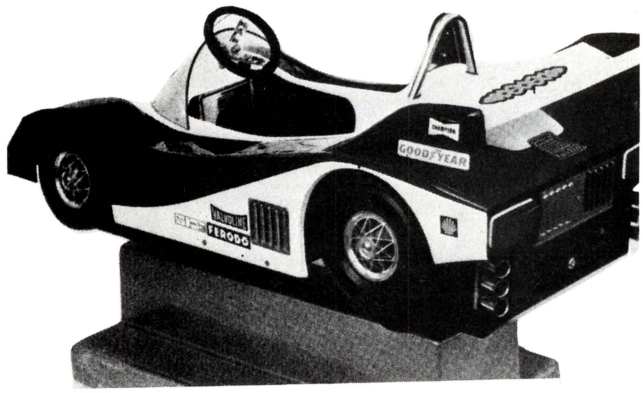
From: Kiddie Rides USA

Features: All the detailing of a real military tank, including swiveling top section with mounted cannon, machine guns in front, realistic sound effects and lights.

Old Tyme Car

From: Kiddie Rides USA

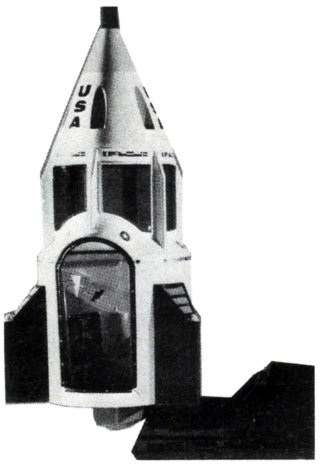
Features: Children can step back in time in this antique car in red and black with a single oval window in the rear, working headlights, old time horn sounds.



Porsche

From: Kiddie Rides USA

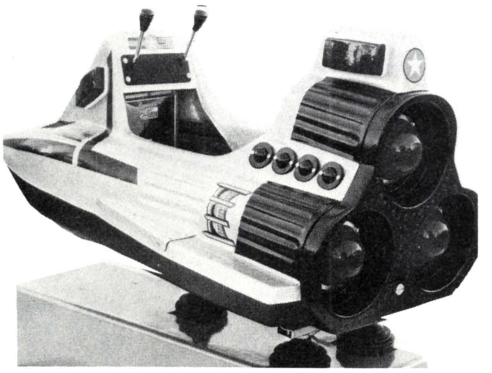
Features: Look out for this red and white super sports model with racing decals and flashing lights. Young drivers will be anxious to take the wheel of this one!



Space Shuttle

From: Kiddie Rides USA

Features: Hydraulic ride with rotation—a real step into the world of outer space. Red, white, and blue coloring, true spaceship feel, stands 6' 8'' long by 4' wide by 9'9'' high.



Sputnik

From: Kiddie Rides USA

Features: Here's an eye-catching unusual spacecraft, mimicking the first one to orbit the earth. Jet boosters dominate the back of this white, red, and black ride.

Carousel

From: Miracle Recreation

Features: Musical, miniature merry-go-round, built for use inside or outside, constructed of sturdy fiberglass and steel, computer generated calliope tunes, in red, white, and yellow.

Happy Lion

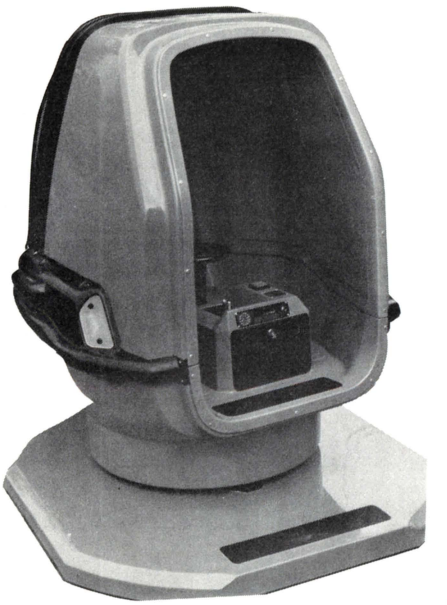
From: Rainbow Amusement Rides

Features: One of a series of six interchangeable kiddie rides with UL approved motors, belt driven movement, and fiberglass bodies. Also available: speed boat, race car, dolphin, rabbit, and unicorn.

SPR I Spacepod

From: Ride Dynamics

Features: Solar cells augment the D-cell batteries that power the external and internal lights and sound, rotating movement, lime green exterior color.



SPR 2 Skylab

From: Ride Dynamics

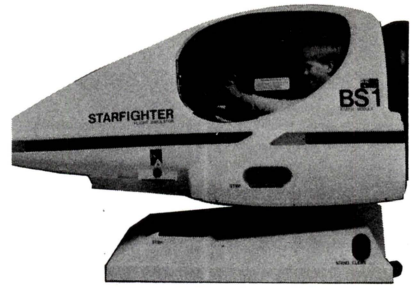
Features: Fully molded for easy cleaning, space theme ride with unique coin acceptor that makes blockages rare, unit safely locks into place, bright blue color.

1988 FALL BUYER'S GUIDE

Skyhawk Raider

From: Ride Dynamics

Features: Bolwell flight simulator ride that dives, climbs, and banks by a centrally-mounted joystick, comes with fire button built into molded pistol grip, in yellow.



Starfighter

From: Ride Dynamics

Features: Throttle control activates engine sounds, dialogue between base and pilot, same features as the other Bolwell flight simulator rides, in white.

Turbochopper

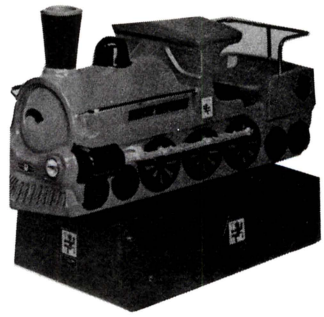
From: Ride Dynamics

Features: Bolwell's chopper ride for the younger set that has the same type of controls as *Starfighter* and *Skyhawk Raider*, this flight simulator done in red.

Elephant

From: Zamperla

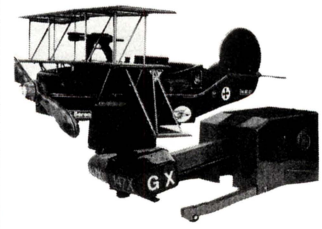
Features: An animal character ride reminiscent of the famous Dumbo, done in bright orange, blue, green, and white; hydraulic lift with sound and lights.



Little Train

From: Zamperla

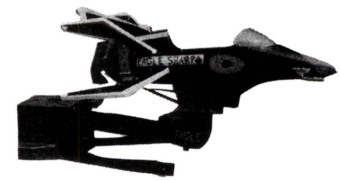
Features: Youngsters can take a turn as chief railroad engineer on this mechanical ride that looks like Tootle, the storybook engine that learned to stay on the tracks.



Red Baron

From: Zamperla

Features: Snoopy's nemesis, the Red Baron, piloted a plane just like this one, a hydraulic lift ride of molded fiberglass, with sound and lights.



Sharp Eagle

From: Zamperla

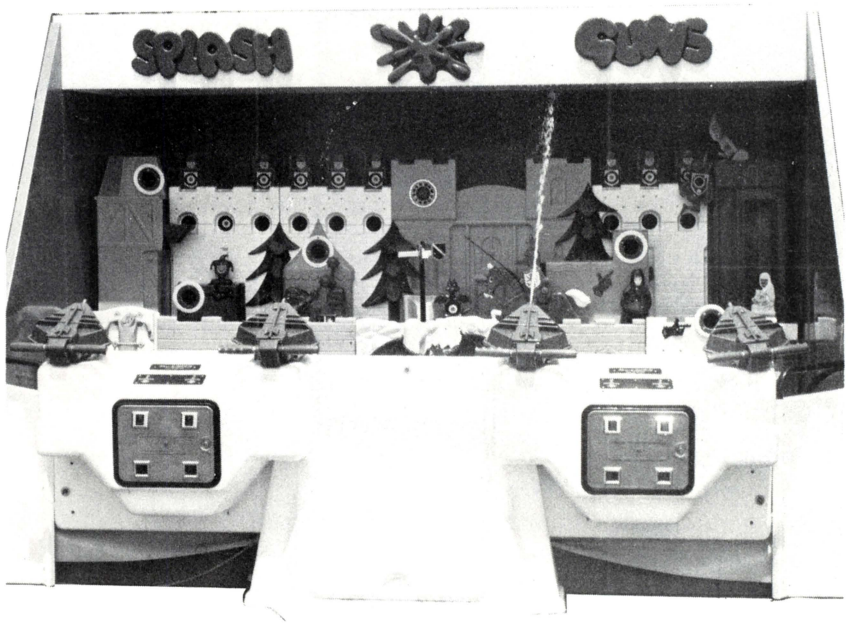
Features: "Sharp" is the correct term for this black and gold hydraulic ride that's reminiscent of a jet fighter. It also has sounds and lights for added appeal.

NOVELTIES

Ninja Web

From: Allegro

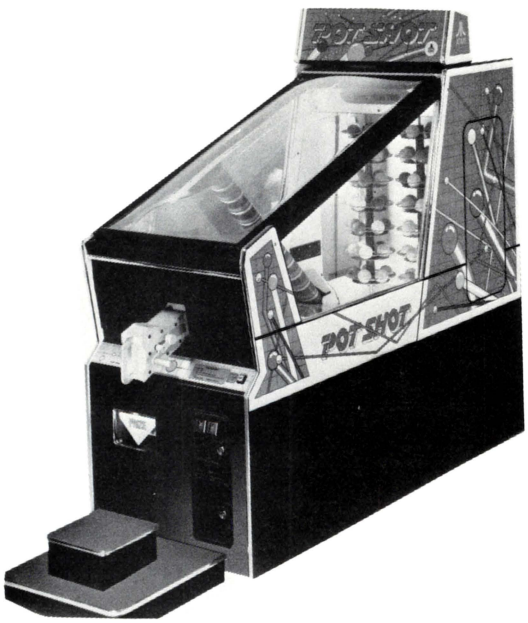
Features: Rapid-sequence of 64 optical lights flash randomly behind a color illustration of a Ninja warrior, light patterns never repeated in the same sequence, control pad with four skill levels, players select from three different games.



Splash Guns

From: Alter Enterprises

Features: Mounted guns fire a stream of water at 38 animated targets; when they are hit flags spin or knights fall down. Plastic covering protects coin mechs, animations are snap-on sections and can be changed; brackets, stops, and pivots are designed for long life.



Pot Shot

From Atari Games

Features: Redemption game with attractive cabinet graphics, realistic gatling gun action, prizes well-displayed and easily viewed, accurate payout adjustments eliminate stacking or packing merchandise, numerous options for prize offerings.

Lotto Fun

From: Betson Enterprises

Features: Upright cabinet styling in this coin-op version of the popular lottery game. Many operator adjustments in games, pricing, and awards. Joystick and button controls, tokens or tickets awarded, bill acceptor available.

Scotty the Monkey

From: Betson Enterprises

Features: Scotty, the furry monkey, greets patrons with "knock knock" jokes while dispensing eggs from his lucite-covered cage. Coinage is adjustable and there are seven different sayings to attract players. Prize capacity is extra large.

Skill-O-Bingo

From: Betson Enterprises

Features: Adjustable skill features and pricing, variable payout schedule, attractive cabinet with sound and display area, available with tokens or ticket dispenser. Bingo game offers universal appeal. Dimensions: 50" long with stool by 58" high by 28" wide.

The Mating Game

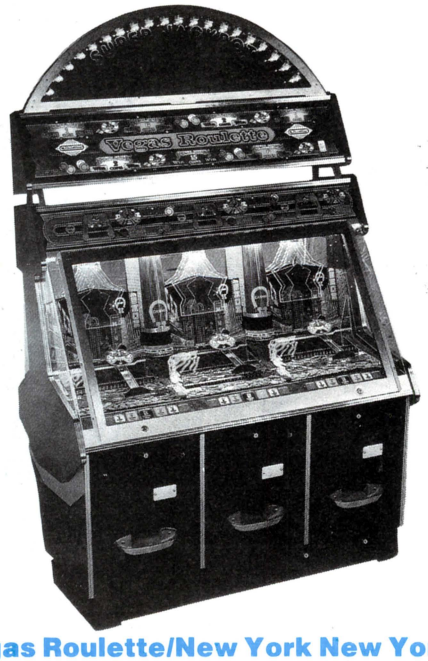
From: Betson Enterprises

Features: Players enter name and birthday along with that of a friend and receive a personality and compatibility profile printout. The game has a high quality printer, dollar bill acceptor, and adjustable pricing. Available in arcade style (pictured) or cabaret.

Trik-Trak

From: Betson Enterprises

Features: One-player amusement or redemption game. Western graphics, realistic sound effects and music, 41" high by 21" deep by 72" wide. Players control a large model locomotive and move railroad cars into parking spaces by matching colors with flashing station lights.



Vegas Roulette/New York New York

From: Betson Enterprises

Features: Cabinet background with Las Vegas city scene or New York City and skyline, ticket or token payout, six player stations, four jackpot awards (adjustable), full tilt alarm system, fully metered, optional super jackpot. Dimensions: 54" long by 41" wide by 77" high.

Bowler Roller

From: Bob's Space Racers

Features: A skill testing game in which players must roll a 12-lb. bowling ball down two steel rails to a stop in the pocket area. Comes with winning beacon lights and ticket dispenser. Both the rods and ball are in an enclosed lane.

Bully Buster

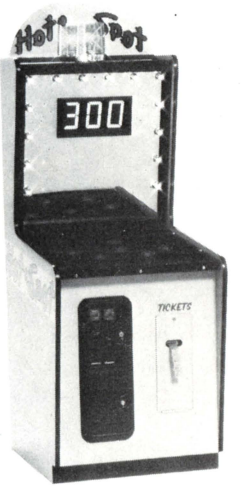
From: Bob's Space Racers

Features: Scaled-down version of *Whac-A-Mole* for the younger set in which players try to bop pesky little orange creatures that keep popping their heads up all over the playing surface. Micro-synthesized sound creates a festive atmosphere.

Can Alley

From: Bob's Space Racers

Features: Four-player unit size and larger available, adjustable score, winning beacon, Formica finished construction, side netting keeps balls inside playing area. Players toss balls into colorful trash cans with lids opening and closing at random.



Hot Spot

From: Bob's Space Racers

Features: Formica finished construction, coin box for one or two coins or tokens, winning beacon, locking cash box, progressive difficulty level, selector switch, unlimited score, high score of the day, and electronically synthesized sound.

Pattie Cakes

From: Bob's Space Racers

Features: Progressive difficulty level, Formica cabinet construction, unlimited score, and selector switch for beginners, intermediate, or advanced play. Touch the six lighted cupcakes flashing at random before they go off.

Super Shifter

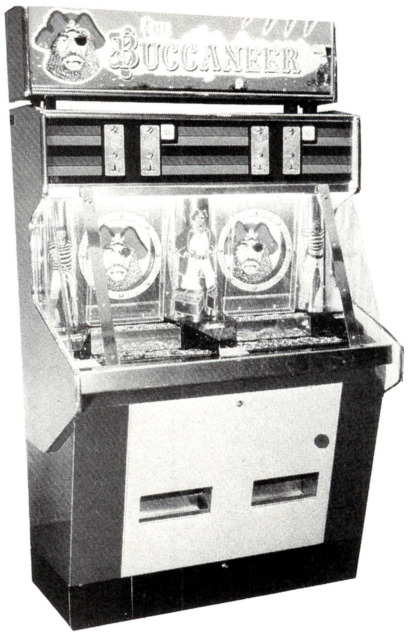
From: Bob's Space Racers

Features: Speedway game that challenges players to shift gears with precise timing. Automatic winner lights and bell, Hurst shifters, coin box for one or two coins or tokens, drag strip starting lights, variable ticket dispenser, four-or six-player models.

Whac-A-Mole

From: Bob's Space Racers

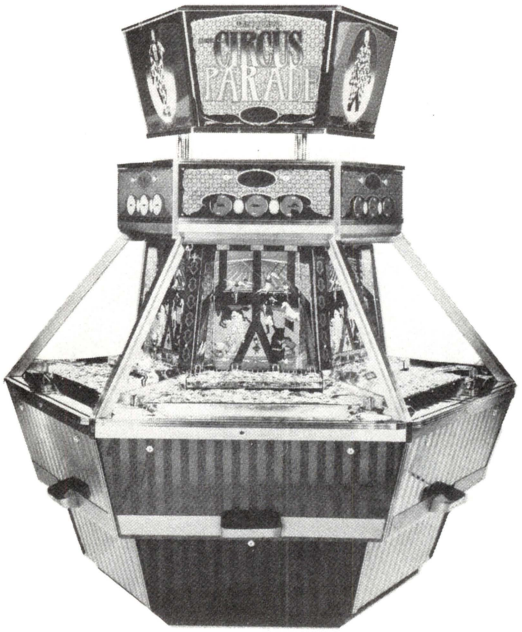
Features: A classic mole-bopping game in which players whack clever moles as their heads appear randomly, defying the players to catch them. Safe rubber hammers for bopping, sign and beacon on top, options include variable ticket dispenser and parts kit.



Buccaneer

From: Coastal Amusement

Features: Pusher available as four-player centerpiece or two-or three-player wall unit, double coin mechs, front playfield perspex released by service locks for easy loading, new laminate finish for cabinet, sound effects, and adjustable tilt protection with alarm system.



Circus Parade

From: Coastal Amusement

Features: Six-player pusher with duel self-filling jackpots, full anti-cheat system, available with or without changers, coin display, brightly-colored hexagon-shaped unit with circus-theme and wide viewing area for player appeal.

Pirate Treasure

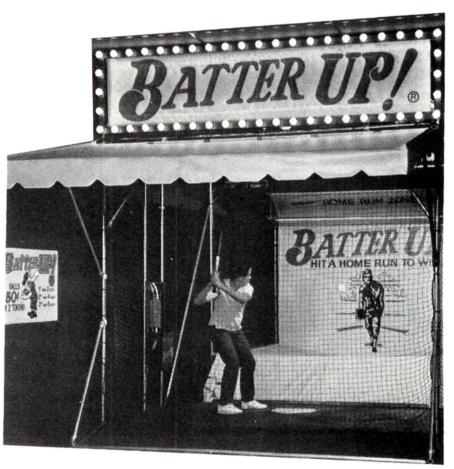
From: Coastal Amusement

Features: Pirate-theme pusher as two-or four-player unit, running lights, playfield design with shaped stainless steel leading edge for maximum overhang, clever use of mirrored perspex for visual impact, sound effects with adjustable volume, bonus feature available.

Wild West Rick Wheel

From: Coastal Amusement

Features: Two-or four-player pusher with wild west-theme, cabinet finished in red pin stripe laminate with chrome detail, bonus feature, pendulum alarm system that diverts payout coins to cash box in the event of machine being lifted or banged.



Batter Up!

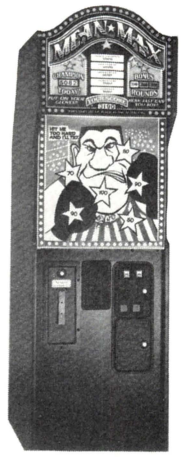
From: Doyle & Associates

Features: Ticket dispensing coin-op baseball batting game with light and sound effects, for use indoors or outdoors, CPU controlled, uses safe plastic balls, appealing to all family members. An awning is optional.

Pro Pitch

From: Doyle & Associates

Features: Registers game time, win score, bonus option, number of coins required, and number of tickets per win. Baseball tunes enhance play. Also available, *Speed Ball* baseball pitching game with pitch counter; uses baseballs, softballs, or tennis balls.



Mean Max

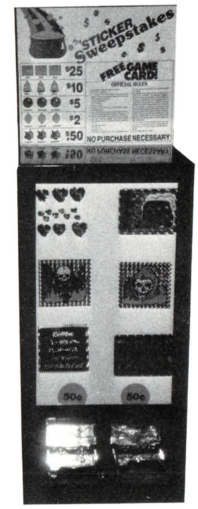
From: Doyle & Associates

Features: A coin-op boxing game with lights and sound effects housed in an upright cabinet with curved header and the visage of Mean Max himself. Many operator-adjustable features with the flick of a dip switch, such as number of coins per play and score needed to win.

Tournament Ice Hockey

From: Entertainment Enterprises

Features: Ice hockey game in a woodgrain cabinet with sturdy legs, a dome top and double coin mechs. Requires a smaller amount of space than a regulation size fussball table and suits many locations.



Sticker Sweepstakes

From: Entertainment Enterprises

Features: Bright red cabinet that comes with a stand, double coin mechs, sticker and sweepstakes game card dispensed with each 50 cent play. Players have a chance to win from 50 cents to $25 with their game card.

Grayhound Touchdown

From: Grayhound Electronics

Features; Combination amusement game with prizes; catch the balls, win a prize! Prize every time feature option or set scoring for winner, adjustable time, score setting, speech and melody in the attract mode, 25 cent or 50 cent play option.

Super Chexx

From: ICE

Features: Advanced version of the popular *Chexx* ice hockey game with a dome top, brightly colored heavy base cabinet, dual coin mechs, designed for long life on location. Also available, reconditioned original *Chexx* games.

Lucky Eggs

From: Innovative Industries

Features: Egg vending unit with the popular figure of Fred Flintstone inside. Fred talks with players and serves as an attract mode in this brightly colored cabinet decorated with Dino and other familiar inhabitants of Bedrock. Also available, a chicken vending unit.

Big Top

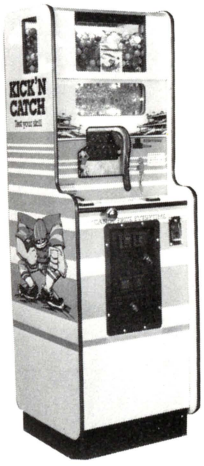
From: Johnston Products

Features: Combination shooting game and vendor that can award the winner gum, candy, or toys. Ten shots are fired at moving targets for a score. This is an entirely mechanical game with a circus-theme cabinet that attracts youngsters. Non-vendor gum games are also available.

Silver Dollar Saloon

From: Johnston Products

Features: Rugged cabinet construction, tempered safety glass, mechanical gun with low noise level, Western-theme cabinet, optional security lock and product hopper that holds candy, gumballs, superballs, or toys.



Kick 'N Catch

From: Johnston Products

Features: Combined novelty skill game and prize vendor with double coin mechs and digital scoring to thow number of points scored and shots left. Options include immediate prize with coin insertion, bonus prizes, extended play, or free game for any score level.

Pro Quarterback

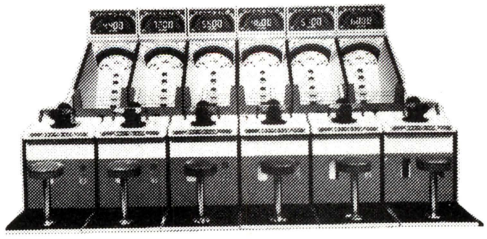
From: Konami

Features: Players score touchdowns and field goals by passing footballs through various holes to win tickets. Solid state electronics, ultra-sensitive optic sensors for ball detection, music, sound, and light, adjustable pricing, ticket vend and mega bonus vend levels.

Ziggy the Clown

From: Mayoni Enterprises

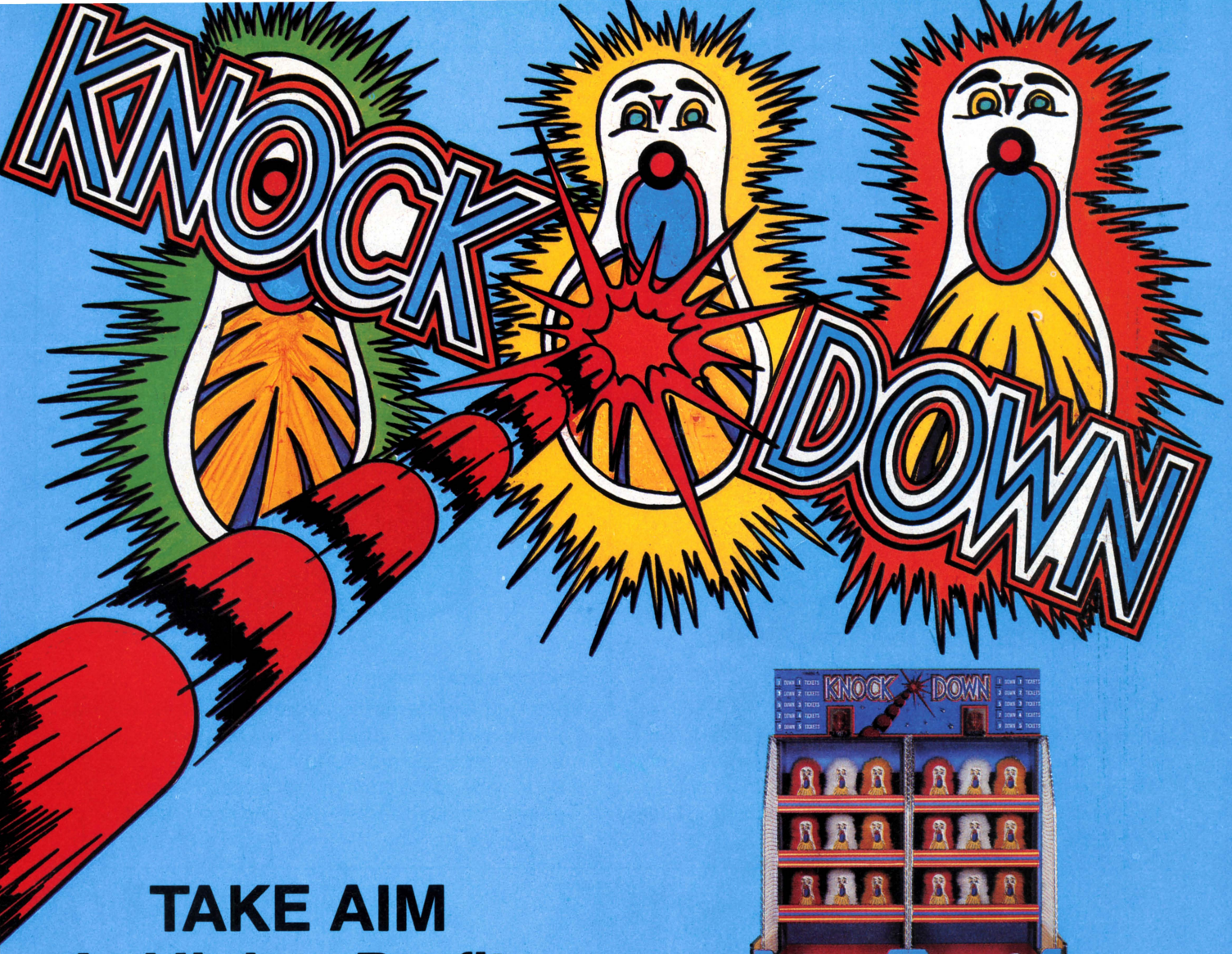
Features: A talking clown greets players in this novelty that holds 3,000-plus toys. The cabinet is decorated in the primary colors, there's an anti-jamming device, and one-year warranty. Dimensions: 60" tall by 15" wide by 16" long.



Boom Ball

From: Meltec

Features: Players propel balls from a cannon down a lane and into target holes with different values. A ticket-dispensing game, it is available in a cabinet size geared to taverns as well as a regulation length.



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MELTEC'S NEW KNOCK DOWN MEANS

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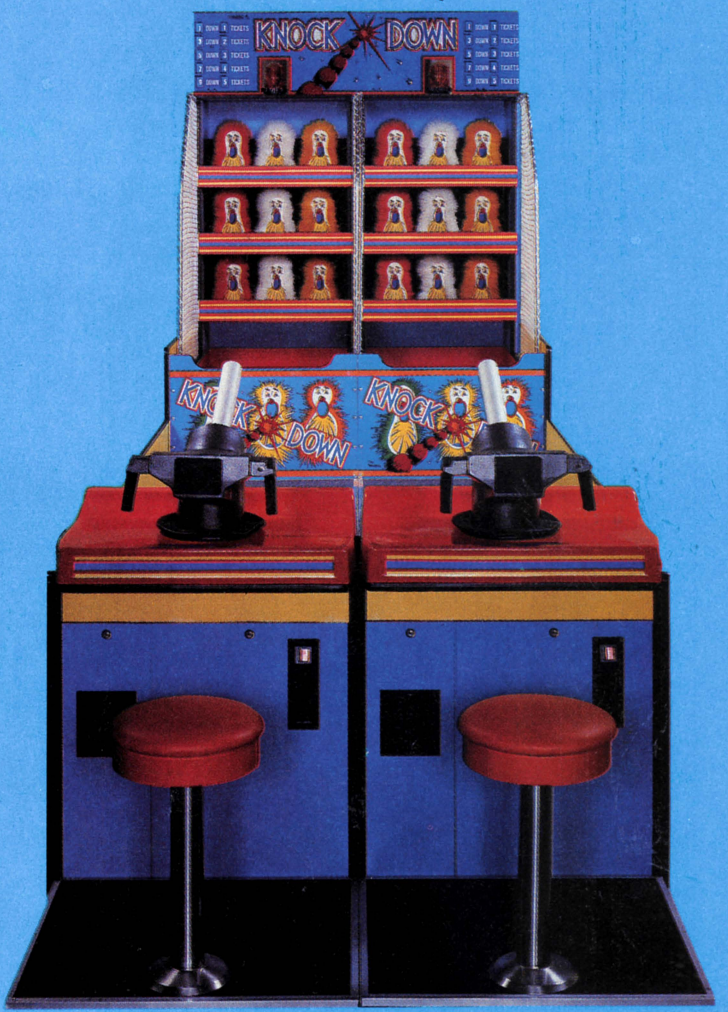

For more information see your Local Distributor or call:

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San Jose, CA 95133
Phone: (408) 923-1302
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Specifications for "Little Deuce" System (shown in photo)
Height: 8½ ft.
Width: 62½ inches
Depth: 16½ ft.

Knock Down

From: Meltec

Features: Auto reset system, double stitched cats, Z-80 microprocessor-based electronics, heavy duty aluminum castings, operator adjustable number of balls, coinage, and ticket dispensing levels. Available in Little Ace, Little Deuce, or individual units.

Print 'Ur Own Stickers

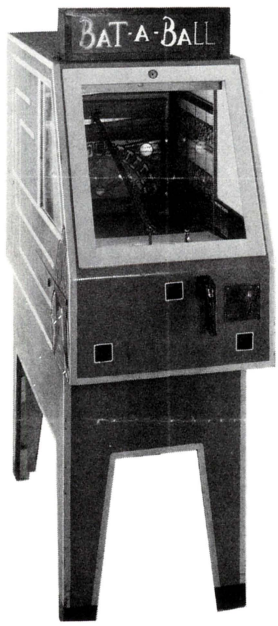
From: Meyer-Gillmann

Features: Create personalized messages such as bumper stickers, labels, birthday greetings, announcements, and more in just six seconds. The unit is easy to understand and operate, accepts coins or bills, is easy to maintain and service, and prints stickers 17" long by 3" wide.

Artist's's Reception

From: Mike Munves

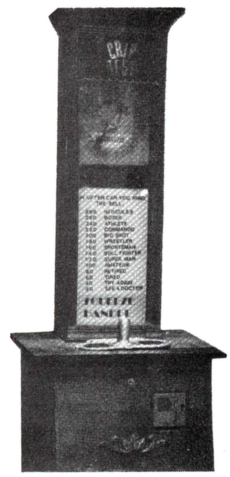
Features: Solid construction in antique cabinet, no handles to break or gears to strip, provides a mutoscope movie time of one minute per show. Reel exchanges are at nominal cost. Dimensions: 20" wide by 16" deep by 60" high.



Bat-A-Ball

From: Mike Munves

Features: All electro-mechanical with plug-in control panel for easy service, Formica cabinet, high score adjustable, separate locked cash box. Players send balls down a ramp toward the bat, 15 balls are delivered at a steady rate, about 90 seconds per play.



Grip Test

From: Mike Munves

Features: A strength tester that requires players to press a handle and see how high a score they can make on the dial indicator. The game is in a woodgrain cabinet, has a single coin mech, and rates players from the famous Hercules to a low ebb of "See a Doctor".

NO PHOTO AVAILABLE

High Striker

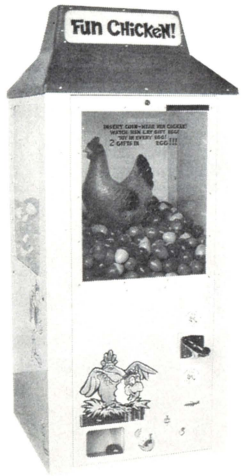
From: Mike Munves

Features: Old time strength tester in which players strike a target with a hammer. Housed in an antique cabinet with single coin mech, it trips lights and rings a bell at the top for the winner.

Love Tester

From: Mike Munves

Features: Hand-rubbed cabinet, heavy handle and metal castings, rugged and reliable mechanism, high volume capacity at 10 seconds per play as patrons try to move up from "blah", "clammy", "harmless", and "mild" up to "hot stuff" and "uncontrollable".



Fun Chicken

From: Movie Hut

Features: Prize vending unit with a chicken that clucks as it dispenses desired eggs. Heavy gauge steel construction and ABS Cycolac Plastic with baked enamel finish, solid state circuitry, optional push-pull slide and either 25 or 50 cent or token vending available.

Astrology

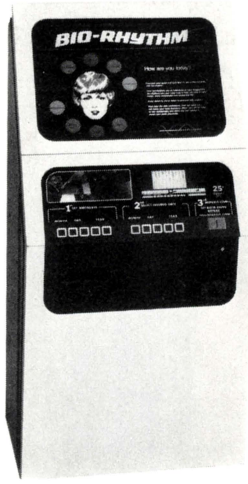
From: Profitable Games

Features: Upright, woodgrain cabinet with colorful header in pink, green, blue, and yellow that invites players to find out their daily astrological forecast, single coin mech. Dimensions: 60" high by 15" deep by 26" wide.

Astro-Lotto

From: Profitable Games

Features: Players enter their birthdate and any other other lucky day to receive a card that gives a short version of the appropriate astrology forecast as well as lucky lottery numbers. Colorful white, blue, red, and yellow cabinet with a pot-o-gold on the front.



Bio Rhythm Machine

From: Profitable Games

Features: Customers enter their birthdate and today's date to receive a biorhythm profile for the day. Available in a a choice of cabinet finishes such as woodgrain or white, and sizes ranging from 20" wide to 26" wide to best suit a location.

Miracle Hat

From: Roth Novelty

Features: One-to four-player game with skill feature that allows a player to direct his coin or token, operator adjustable, woodgrain cabinet based, raised header in royal blue, red, and yellow. Dimensions: 6' high by 2' deep by 5' wide.

Joke Phone

From: Russell Labs

Features: Three varieties of taped jokes: squeaky clean, barroom, and risque, each tape has 20-24 jokes and customers get two jokes for every quarter. Appropriate for lounges and taverns, shopping malls, and any location with tight space requirements.

Bull's Eye

From: Sega Enterprises

Features: Shooting game that takes aim at five shining targets moving back and forth horizontally. Operator adjustable playing time of 30-90 seconds and adjustable number of pellets from five to 10 show on the monitor; a dispensed target card gives results.

NO PHOTO AVAILABLE

Action Lotto

From: Showcase

Features: Player interactive redemption game using lightweight plastic balls propelled pneumatically, brightly colored rectangular cabinet totally enclosed, operator adjustable time function selection, $1-$5 bill acceptor option, 50 cent play.

Quicksilver

From: Showcase

Features: New style pachinko-type money pusher that awards tokens through a sophisticated hopper system. A single unit, it measures 24'' wide by 29'' deep by 72'' high, has a five color marquee, and is housed in a brilliantly colored cabinet.

Sex Tester

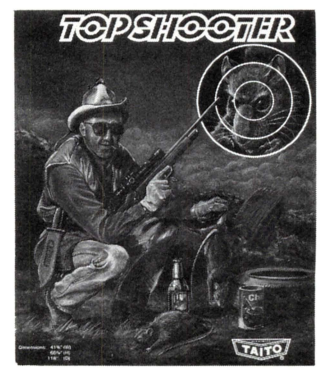
From: SMS Manufacturing

Features: Visual display of player's sex quotient shown on a pink, blue, black, and white backglass, button controls, standard dual coin mechs adjustable from one to eight coins per play. Dimensions: 74'' high by 25.75'' wide by 21.50'' deep.

Starscroll

From: Twelve Signs

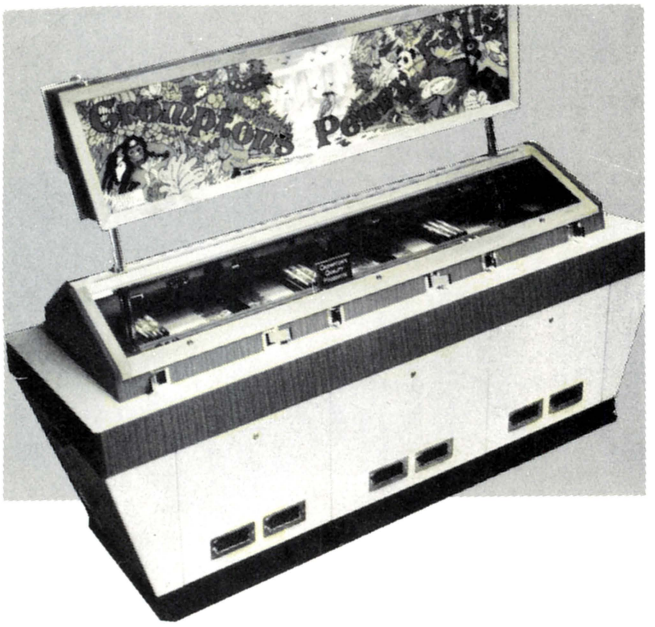
Features: Players position their astrological birth sign in the correct spot to receive a scroll with the monthly horoscope. The cabinet has a woodgrain finish, curved decorative top, and requires only a small amount of space; 25 cents per play.



Top Shooter

From: Taito America

Features: Shooting gallery game with four different Gameland target cards. After the bullets are shot, the chosen card is delivered to the player. The number of shots can be adjusted between five and 10; 100 cards are held at a time.



Penny Falls

From: UAI New Jersey

Features: Twelve swivel roll-in chutes, unique landscaped playing field, quality cabinet construction, super double sided illuminated top sign, and alarm system fitted. Dimensions: 77'' high by 42'' wide by 80'' long.

Silver Skis

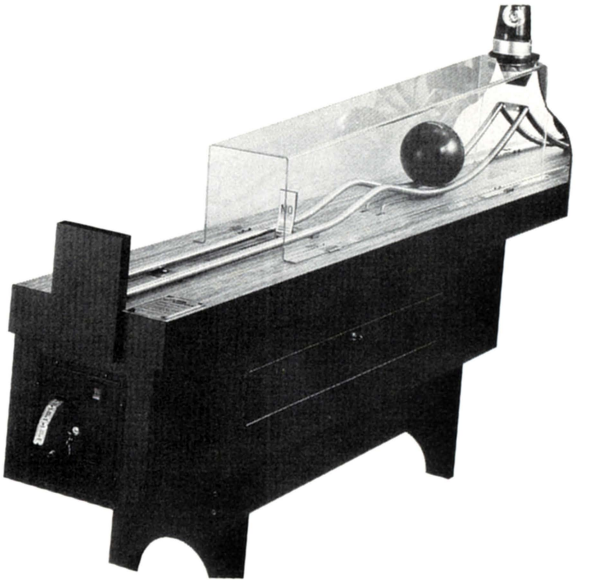
From: UAI New Jersey

Features: Six player pusher with bright blue cabinet and header in red, white, and blue. Unique moving coin slide with splash feature, solid cabinet construction, and full tilt alarm system. Dimensions: 54'' long by 36.50'' wide by 74'' high.

Turbo Drive

From: United Artists
Theatre Amusements

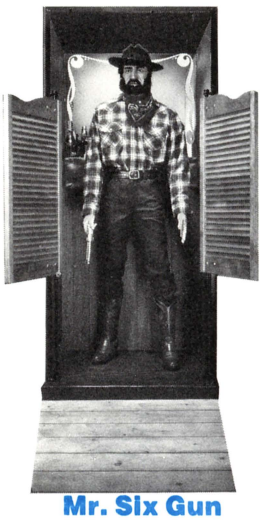
Features: Dome-top car racing game with two coin mechs, adjustable number of turns and game timing, heavy cabinet base in bright green, three buttons and two joysticks on the control panel, checkered racing flags appear near the controls.



Dip Bowler

From: Vari-Tech

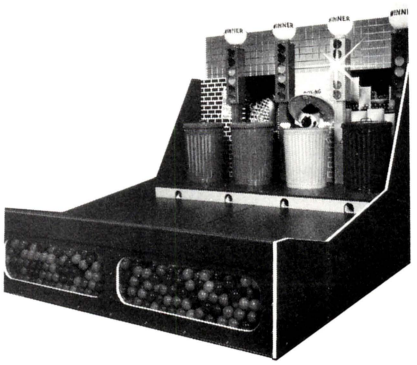
Features: Easy pull-down drawer for access to ticket loading, multi-roll, ticket dispense option, total solid-state electronics, available in single or multi-player units, sits on any flat surface and does not require an air compressor.



Mr. Six Gun

From: Vari-Tech

Features: "Quick-Draw" skill game available in economy model or deluxe model with solid-state electronics, digital sound, and fully automated Western character. Options include ticket dispenser and mannequin-operated water gun.



Tin Can Alley

From: Vari-Tech

Features: Centralized solid-state electronics package, multi-player, laminated surfaces, ball-retaining end walls, adjustable score, variable speed, win beacons, commercial grade floor covering, and entertaining "fake" function.

Gravitation

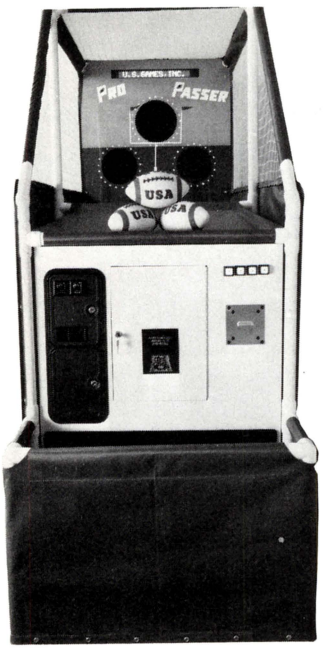
From: Wedges/Ledges

Features: Ticket-dispensing or direct merchandising game with joystick control, clutch drive mechanism, adjustable tickets and time, available as a single unit or multi-player, no air compressor necessary. Dimensions: 59" high by 60" long by 22.50" wide, uses 110 volts.

Wedges/Ledges

From: Wedges/Ledges

Features: Players try to direct coins into the win chute, using skill and strategy. The game is adjustable for quarter or token play, has ticket dispensing with music and ringing bell (gong or buzzer). Ticket counters and Deltronics ticket dispensers available.



Pro Passer

From: U.S. Games

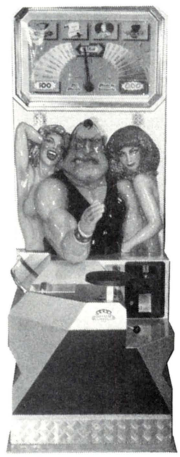
Features: Challenging four-player football passing game; includes college fight songs, programmable running message display, bill acceptor and ticket dispenser; can convert to the basketball game *Pro Shot* with a change of the backboard.

NO PHOTO AVAILABLE

Karate

From: Zamperla

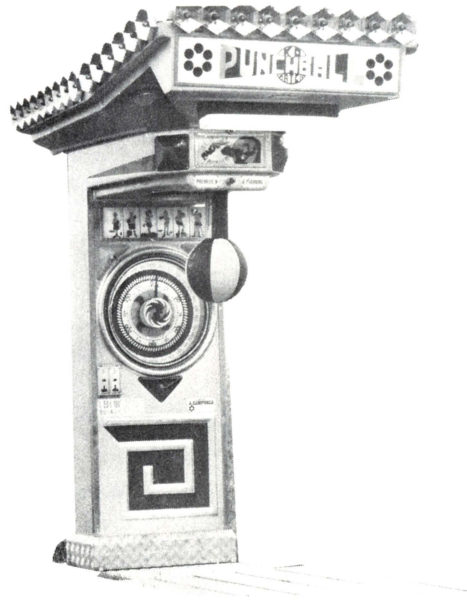
Features: A hand-coordinated strength game that's the latest in Zamperla's line of strength testers and sports-theme products, coming in October.



Mr. Muscle

From: Zamperla

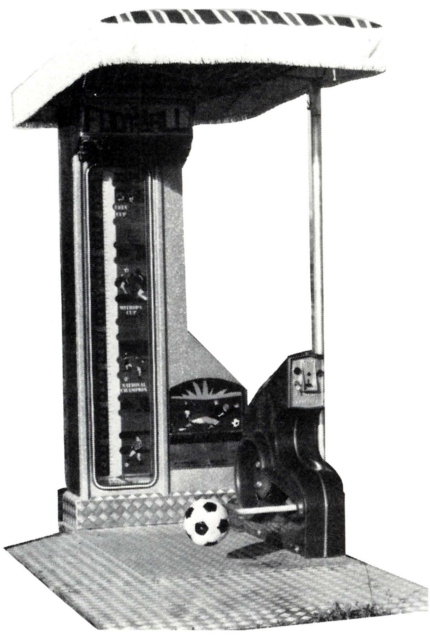
Features: Strength-testing arm-wrestler that lets the player choose a skill level—boy, normal, strong, or superman—and take the outstretched muscleman's arm. Comes complete with new, higher detailed scoreboard to measure strength for each level.



Punchball

From: Zamperla

Features: Coin boxes can be set for one-to three-punches for 25-cents or 50-cents. Select from several models, *Superbox* deluxe model with large fiberglass canopy roof and special light effects, also the *75L, 74N,* and *75LR* reconditioned game.



Soccer

From: Zamperla

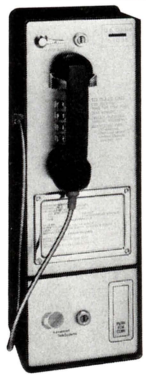
Features: Measures kicking strength and comes complete with running lights and anti-skid selection buttons to determine the level of resistance. Registers kicks of youngsters and adults alike; cabinet is a bright red.

The Bull

From: Zamperla

Features: A skill game testing handgrip strength. It comes with a bellowing bull sound, automatic reset for faster replay, and has low maintenance upkeep. Also available: the *Bull 90* with a new fiberglass body. Both games measure strength on a scale.

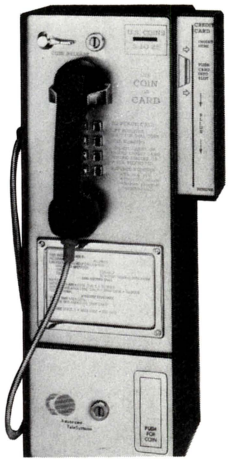
PAY TELEPHONES



Marcom ST

From: Advanced Telesystems

Features: The ST and the XL phones are similar to standard pay phones withmore features and minimal servicing and maintenance. The ST is designed solely for coin-operation, while the XL model, a universal phone, will accept both coin and credit cards.



Marcom XL

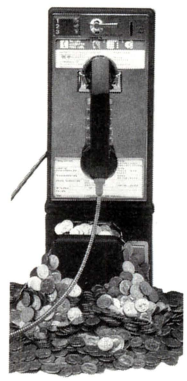
From: Advanced Telesystems

Features: The ST and the XL phones are similar to standard pay phones with more features and minimal servicing and maintenance. The ST is designed solely for coin-operation, while the XL model, a universal phone, will accept both coin and credit cards.

Cashphone

From: Capital Tel Systems

Features: Cashphone is a microprocessor which records every cash and credit card transaction. Can be programmed to call the owner at specific times reducing service costs. Has 16 speed dial buttons and 16-gauge front panel with Medeco cashbox security lock.



CoinStar

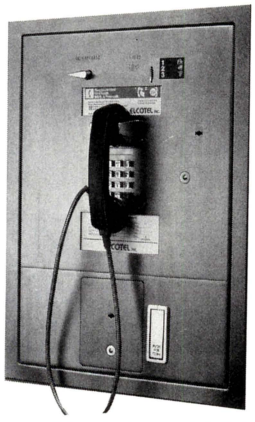
From: DCC

Features: Rugged steel construction; anti-corrosion, powder-coated finish; anti-drill/pry design; high-security vault door; hearing aid compatible; extended lifetime metal-button touch keypad; slam-proof hook switch mechanism; tamper and jam proof coin chute; and fully featured electronics board.

Model 1200

From: Elcotel

Features: GTE cabinet; accepts nickels, dimes, and quarters; hearing aid compatible.



Model 1200P/ Panel Phone

From: Elcotel

Features: Developed for use in airports; accepts nickels, dimes, and quarters; hearing aid compatible; stainless steel panel; flush or wall mount; terminal block and strip connections; wall mounted transformer; and rates stored in battery-packed RAM, loaded from EProm.

NO PHOTO AVAILABLE

Model 1200D/ Palco Hybrid

From: Elcotel

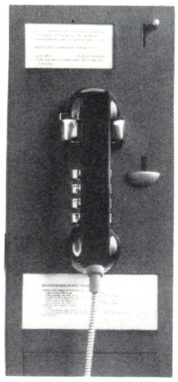
Features: Looks like the western electric; parts are less expensive; and it's easier to repair and operate.

NO PHOTO AVAILABLE

Series III Western Electric

From: Elcotel

Features: This phone has the familiar appearance of the Bell phones.



Carefree Phone

From: Gladwin

Features: Restriction functions handled by the telephone; no special central office equipment required; operates on standard, loop start, metallic, single party, touch tone, or rotary line; may be recessed mounted; electronic coin totalizer; post pay for local calls; coin-free service for long distance, emergency, and service.

Powerline G05400

From: Gladwin

Features: Prepay; voice-assisted; line powered using high-security standard housing; coin metering; variable rate structured chip; and variable programmable access dialing options.

3001 I

From: Intellicall

Features: This phone has an LCD display

3002

From: Intellicall

Features: Termed a GTE look-a-like, this is the 3001 without the LCD readout.

3003

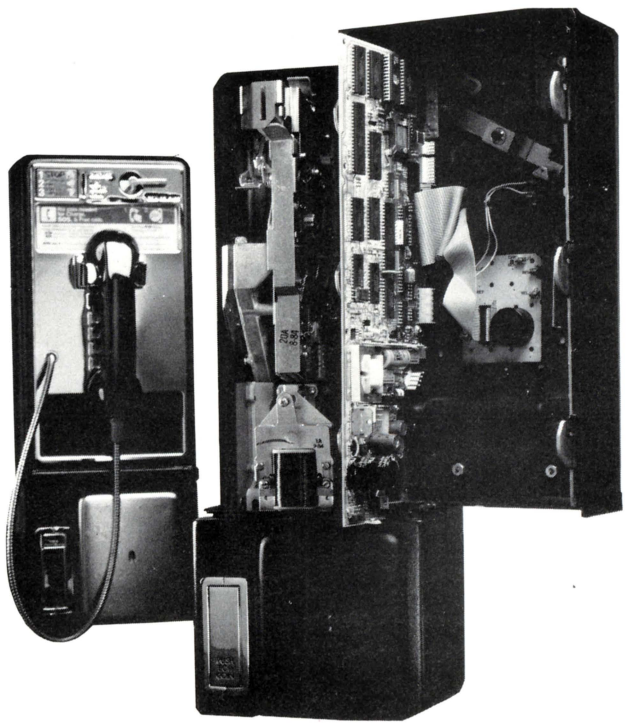
From: Intellicall

Features: Western Electric look-a-like

3010

From: Intellicall

Features: Intellicall's exclusive Omnicall is a combination coin and credit card phone.



4001

From: Intellicall

Features: Intellicall's intelligence put into a Western Electric case.

Privette

From: International Communications

Features: Combines call-monitoring computer/printer with a cordless phone; two tamper-resistant non-resettable counters; desk or wall mounted; 24-column printer; handles all types of calls including credit cards; simple programming; allows for waiter code and table number; and full year warranty on parts and factory labor.

Smartphone III Universal

From: International Communications

Features: Credit card compatible; familiar appearance; user friendly; automatic answer supervision; modem; polling and monitoring software; flexible rate programming; visual display; self-diagnostics; AOS compatible; battery time clock; dial tone; electronic coin mech; hearing aid compatible; self lock coinbox; and coin count audit.

Smartphone Palco

From: International Communications

Features: Familiar appearance; user friendly; AOS compatible; modem, automatic answer supervision; flexible rate programming; battery time clock; hearing aid compatible; self lock coinbox; dial tone; coin-count audit.

ER-1

From: International Communications

Features: Charge-a-call; familiar Appearance; flexible intra-LATA routing; angled keypad; programming choices; 911 compatible; armored handset cord; dial tone; hearing aid compatible; touch-tone or rotary.

Payphone, Jr.

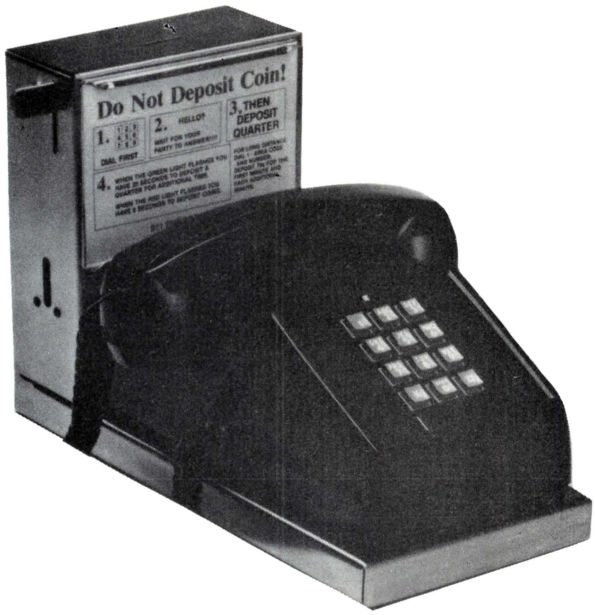
From: Multi Tech Communications

Features: Hearing aid compatible; modular plug installation; quarter coin operation; touch-tone dialing; call continuation; coinless 911; lockable coinbox; seven or eight digit calling capacity; and the unit converts to a regular phone with an owner's key.

Model CP820 Desktop Phone

From: North American Bell

Features: Desktop phone for small business owners to stop employee abuse or unauthorized calls; contemporary style; allows or denies operator access; coin-free emergency calls; digital readout; private code to use in lieu of coin; plugs into regular jack; and comes in rotary or touch tone.



Telly Table Top Phone

From: ORPCO

Features: A local only phone that connects to a regular business line and provides voice amplification. The phone doesn't charge for call completion but for the ability of the called party to hear the caller to get around the FCC Part 68 ruling.

Dine-A-Phone

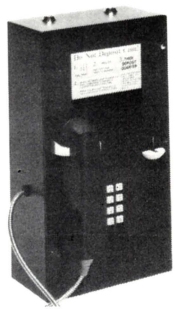
From: ORPCO

Features: Specially adapted cordless phone and battery operated handset with remote metering and billing technologies. Uses standard business line; metering begins when dialed; 1,000-foot range; no interference; and available with other optional features.

203E

From: ORPCO

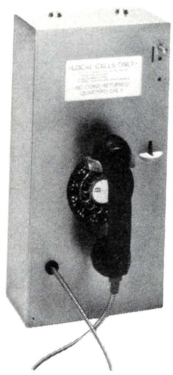
Features: Indoor and outside local and long distance wall phone; true touch-tone dialing with hearing impaired receiver; armored cord and noise filter; full prepay electronic coin mechanism; accepts nickels, dimes, and quarters; generic voice instructions; removable coin drawer; 911 access; and other optional features.



203F

From: ORPCO

Features: Indoor and outside local and long distance wall phone; true touch-tone dialing; hearing impaired receiver; armored cord and noise filter; full prepay electronic coin mechanism; accepts nickels, dimes, and quarters; special programmed software, rates, and voice instruction; removable coin drawer; free 911; and other optional features.



Talking Courtesy Phone

From: ORPCO

Features: This tele-message courtesy phone is for use by any business with a courtesy phone for customers. The unit allows any business to have another phone available for customer use. It restricts usage to local calls only. A 20-second sales pitch is given to the customer using the phone.

Desktop Phone

From: Pay Bell Communications

Features: Coin-operated customer convenience pay phone with local and long distance calling capabilities; plugs into a standard jack for hook up to existing phone lines; converts to regular phone with special key; optional oak lock up stand; touch tone dialing; choice of colors; coinless emergency access; and coin return.

Sesa-ITT

From: Payphone of America

Features: High resistant construction; phone line powered; hearing aid compatible; tone or pulse dialing; excellent transmission quality; can convert to regular phone; and local calls timed.

Golden Desktop Pay Phone

From: The Pay Phone Co.

Features: Fireproof ABS housing and coinbox; retractable cord; connects to regular phone line; standard modular plug; padlocked coinbox; coin refund slot; free emergency calls; and time limit selections.

Pay Option Phone

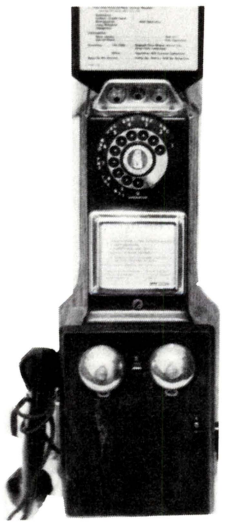
From: Pay Phone Industries

Features: Works as a coin or standard phone; free emergency calls; long distance can be blocked; quick installation.

Traditional

From: Phoneco

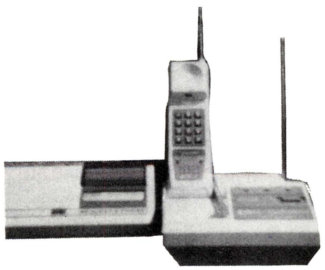
Features: This is Phoneco's prime product, the traditional payphone offered in numerous ways such as from the 1920 originals to the 1960s with quarter requirement.



Pay Phone

From: Phoneco

Features: This is one of the numerous examples of older models having an oak money compartment at the bottom. Phoneco manufacturers a circuit board that can be placed in almost any telephone.



The Printer

From: Phoneco

Features: A coinless payphone for restaurants and nightclubs. A vendor can easily keep records of his profit or tab on income by programming results out of the printer since it memorizes within all transactions and stores them.

Smart Phone

From: Public Pay Phone

Features: Totally owner programmable; impact resistant; moisture proof; accommodates zoning requirements and overseas requirements; and a liquid crystal display tells the customer what.

THE PROBLEM SOLVER

THE LINEMAN

SAVE
MONEY - TIME - REPAIR
ASK ABOUT OUR GET ACQUAINTED SPECIAL

TRUE LINE POWERED

AC FREE

ADVANCED ANSWER SUPERVISION

AND

MUCH MUCH MORE

Attention Payphone Vendors

The Lineman will solve many of the nagging problems you have had to face with A.C. powered payphones. The Lineman will also provide you with features like A.O.S., Coin Box Accounting, Remote Reporting, Free Numbers, Speed Dialing, Time of Day Discounting and MORE!

Western® style payphone housing outside with the industry standard GTE® configuration inside

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Phone (512) 494-9201

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The Phone Bank

From: Public Pay Phone

Features: Compact desk top model; line powered; lockable coinbox; plugs into any standard jack; long distance and international call capabilities; time clock; and can be converted to regular phone.

Indoor/outdoor Phone

From: Public Pay Phone

Features: Impact resistant; moisture proof; 16-character display for advertising; 100 percent owner-programmable; accommodates all zoning requirements; liquid crystal display; single slot electronic coin acceptor; and coin counter that displays collections.

GTE 120E

From: Public Pay Phone

Features: Hearing aid compatible; owner programmable options; easily understood digital voice; rate tables; battery backed RAM; remote auditing; free emergency calls; high-security cabinet; and an auto dialer option.

Deluxe Western Electric

From: Public Pay Phone

Features: Hearing aid compatible; owner programmable options; easily understood digital voice; flexible rate tables; battery backed RAM; remote auditing; high security cabinet; and an auto dialer option.

The Lineman

From: T.A.M.C.O.

Features: A true line powered, AC-free pay phone with advanced answer supervision; AOS; coinbox accounting; remote reporting; free numbers; speed dialing; Western style cabinet with GTE configuration inside; and a software package for computer management.

Telco E120B

From: Telco

Features: One board modular design; remote auditing; diagnosis; coin metering; rate programming; multi coin acceptors; hearing aid compatible; indoor/outdoor use; voice instructions; and time of day rate changes.

Golden 696

From: Telco

Features: LCD display; line powered; desktop or wall mount; easy installation; computer programmed for local, toll, and long distance; free emergency call; and restricted 976 calls.

Model 674-ECP

From: Telco

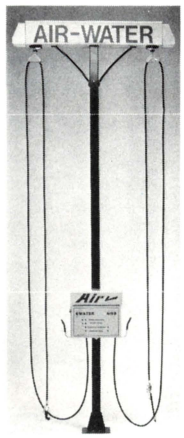
Features: Functions as a regular or coin-op phone for local calls only; designed for small business use; lockable coinbox; coinless 911; coin refunds; time limit selections.

SPECIALTIES

Air Check

From: Air Check

Features: All cabinets, pedestals and bases are welded from 14-gauge steel, stainless steel lock; compressor delivers 100 psi maximum pressure; 25 ft., 200 psi, 1/4'' ID hose; gives five minutes for 25 cents with an adjustable timer; and a 15 ft. power cord connects to standard 110v AC.



Retrac-A-Hose

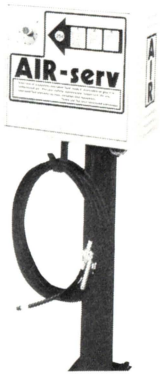
From: Air Check

Features: Mounting post for air/water machine, highly visible tower, heavy-duty steel construction, vinyl-coated steel cable with 480 lb. test, 360 degrees pulleys designed for free movement, clean and tangle-free hoses, form-fitted steel brackets, and a standard height of 12 feet.

Air Depot

From: Air Depot, Inc.

Features: Compact tire inflation center, provides five minutes of 100 psi compressed air for 25 cents, a built-in tire pressure gauge to allow free pressure check, and rugged construction makes the unit virtually vandal-proof.



AIR-serv

From: Air Vend

Features: Oilless compressor makes it maintenance free, 10,000 hour duty cycle, compact Super-Vault II cabinet can be wall-mounted or free-standing, permanent gauge, recessed locking system, steel-reinforced, 25 ft. cutproof hose, coin vault with $700 capacity, and encapsulated timer.

DUO-serv

From: Air Vend

Features: Coin-operated air and vacuum, recessed locking system concealed with a double security door, Power-Serv compressor delivers more air in a shorter time, three-bag filtering system for easy waste removal, coin vault with a $500 holding capacity, and a 14-gauge steel cabinet.

VAC-serv

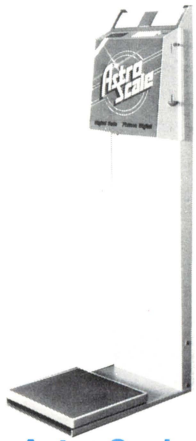
From: Air Vend

Features: Vacuum hose 2'' in diameter, 15' crushproof, with angled upholstery cleaning tool, Ametek vacuum motor with 2-1/4 horsepower and two-stage blower, outside cabinet dimensions of 17-1/2'' by 20-1/2'' by 47-1/2'', washable cloth stand-up filters, and a 13-gallon capacity waste bin.

Windshield Washer Fluid Dispenser

From: Air Vend

Features: Dispenses fluid from a handy curbside dispenser, heavy-duty fluid pump, cut-proof braided steel hose, recessed locking system for maximum security, a warning light system that indicates when either the fluid level is insufficient or the machine is inoperable; 65 gallon tank.



Astro Scale

From: Astro Vision

Features: Solid steel construction, shatterproof plastic protective decals, adjustable feet for leveling, flashing LED on the front, display reads in pounds and kilograms, display visible to the user only, solid rubber mat on the platform, reliable coin mechanism, and high security lock.

Lotto Love

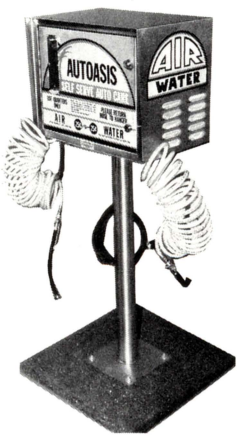
From: Astro Vision

Features: Only occupies one square foot of space, gives a love analysis and the day's lucky lotto numbers; players place a hand over the heart, insert 25 cents, then read the love analysis and lucky numbers (delivered in 45 seconds); a trouble-free coin acceptor, and a durable marquee.

Memory Tester

From: Astro Vision

Features: A countertop game that tests memory skills; possible locations include bars, diers, truck stops, bowling alleys, malls, etc.; dimensions: height of 13'', length of 15'', and depth of 11''; also available from Astro Vision is the *Mood Analyzer*.



Autoasis

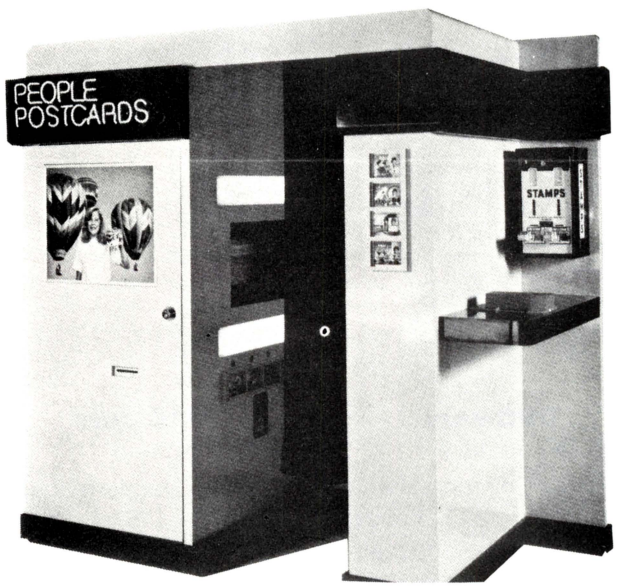
AVS Systems

Features: Self-serve auto care, dispenses water and compressed air within the same unit, comes with footed stand, 25 cent vend, two sets of hoses, and single coin mechanism with coin return; also available from AVS Systems are the *Vacuum Cleaner* and *Air Freshener*.

Penny Press

From: Centek

Features: The Penny Press generates an etched copper souvenir that holds personal detail; vending machine made of handcrafted oak; suggested locations: victorian hotels, scenic railroads, museums, festivals, national landmarks, etc.; suggested applications: pins, buttons, earrings, etc.



People Postcard

From: Century Vending

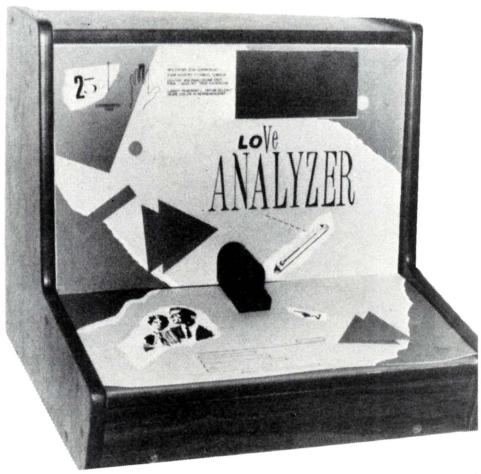
Features: Fully automated vending, creates site-specific picture postcards in color, customers have choice of custom-made backgrounds, makes 100 continuous-tone Kodak color prints at a time, changeable vend amount, toll-free technical support; good for resorts, casinos, hotels, etc.

1988 FALL BUYER'S GUIDE

Breath Analyzer

From: Communidyne

Features: Digital LED readout of percent blood alcohol concentration, five visual displays to reinforce audio instructions and results, promotes customer awareness, working to reduce bar liability, coin-operated and adjustable from one to seven coins, and one year warranty.



Love Analyzer

From: Communidyne

Features: Provides one's "love quotient" in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot and incredible; operates on 25-cent play, attractive design in red, blue and lavender, suitable for all locations; also available is *Physical Fitness*.

Compute-A-Pulse Scale

From: Compute-A-Pulse

Features: Battery-powered scale, ideal for all locations since it requires no plug and takes up little space; suitable for street locations and amusement centers, as well as stores or businesses; the coin chute takes Canadian quarters and limits coin jams; *Breath Chek* too.

Check Yourself

From: E.B.A.S.

Features: Gives only a "driving message," not exact alcohol percentages; designed with microprocessors that determine the level of alcohol in the blood and then interpret the data; gives one of five driving suggestions, ranging from "drive safely" (no alcohol present) to "do not drive!".

Heart Rate

From: Mayoni

Features: Easy to operate, accurate, computerized monitoring system, flashing red lights, audio circuits, 25-cent vend, takes up only one square foot; either table top, pedestal or wall-mount mounting, 18-gauge steel cabinet, reference fitness chart, no moving parts, and a one-year warranty.

Stress

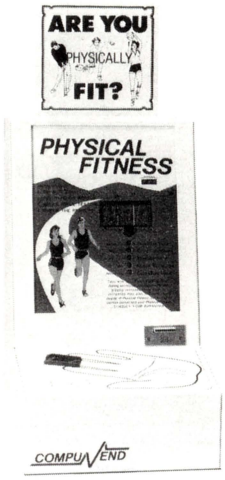
From: Mayoni

Features: Can easily check one's stress level- from low, to normal, to high- for a 25-cent vend, electronic biofeedback stress indicator, flashing red lights, audio circuits, all steel cabinet and pedestal, one square foot of floor space, mounting options: table top, wall-mount or single stand.

Love Tester

From: Mayoni

Features: Provides a love level chart that starts at "cold and clammy" and moves up to "mostly hot air," "warming up," "sensuous," "hot stuff" and "sex maniac"; 25-cent vend; a countertop machine with other mounting options.



Physical Fitness

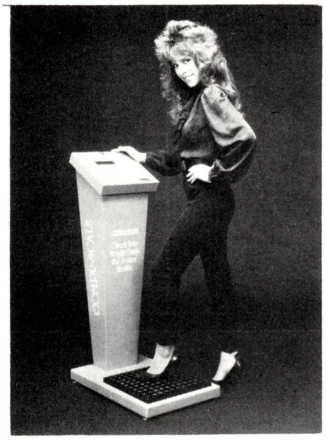
From: Mayoni

Features: Gives readings of "excellent," "good condition," "average," "needs exercise" and "excessive rate"; 25-cent vend, a countertop machine with other mounting options; unlimited location possibilities.

Sex Reactor

From: Mayoni

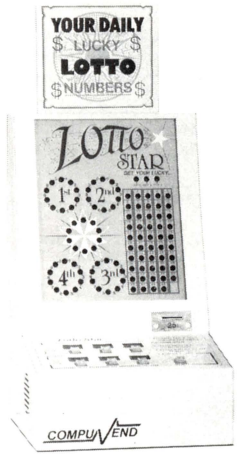
Features: Provides a chart that delivers a rating of "cold fish," "take a cold shower," "once a week," "hot stuff" and "sex maniac"; 25-cent vend, all steel cabinet and pedestal, one square foot of space; mounting options: table top, wall-mount and single stand.



Compu-Scale

From: Mayoni

Features: Constructed of durable steel with a modern design, computes weight and health data based on customer entries, solid-state electronics use a one-year battery for power (though the unit can be supplied in standard AC current if requested), and performance is trouble-free.



Lotto Star

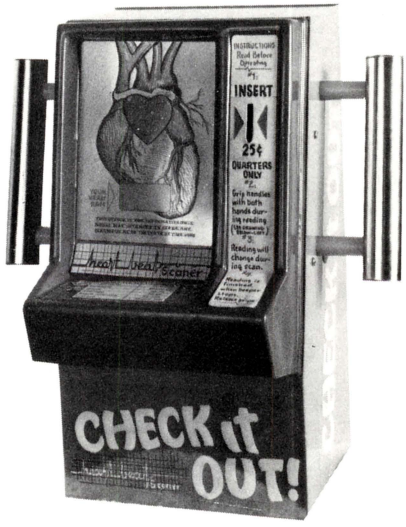
From: Mayoni

Features: Selects your state's lotto numbers, pick 3 and pick 4 numbers, microprocessor computer controlled, adaptable for any state, heavy duty steel construction, one year warranty on parts and labor; plus, low investments and an all cash business.

Breath Alcohol Scanner

From: Movie Hut

Features: Assists customers in determining their ability to drive safely, liquid trap, pre- and post-purge cycles, dual sensor system, very fast recovery time, straw disposal bin, coin box holds $400 in quarters, 25-cent vend, available with floor stand or wall mount; excellent serviceability.



Heart Beat Scanner

From: Movie Hut

Features: Graphically-styled human heart flashes and beeps in rhythm to your heart during the reading, knurled handgrip sensors, two LEDs, louder beeper, coin counter available, 25-cent vend, coin box holds approximately $400 in quarters, and attractive red/brown color combination for more dignity.

Tobi

From: Movie Hut

Features: Robot available in four colors, all mechanical operation, die-cut top quality stickers, flashing face and belly requires 110 volts, floor stand included, constantly updated to meet demand, 50-cent vend, packaged in cardboard folder for easy vending, and unlimited marketability.

1988 FALL BUYER'S GUIDE

Vend-A-Sticker

From: Movie Hut

Features: Four columns stacked two-high, allowing for eight different selections to be vended; all mechanical operation (no electricity needed), large coin box, die-cut top quality stickers, available with a floor stand or as a counter model, and boxed for easy filling on your route.

Computerized Scale

From: Mr. Vend

Features: Highest quality load cell, dual calibrating system, LCD display screen which flashes "overweight/underweight" before the quarter is dropped; after the quarter is inserted, the player's weight and lucky numbers appear; also, battery-operated (standard).

Scale/Heart Rate and Fitness

From: Mr. Vend

Features: Two tests in one machine, 25 cents per test; once a quarter is inserted, "select test" buttons start flashing; after the player selects the test, he or she rests their fingertip on the sensor; the machine beeps and gives an LED reading; cash box holds about $400; mounting options.

Love-O-Meter

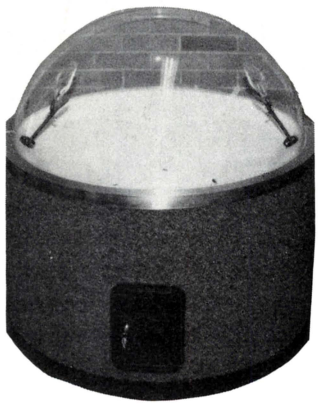
From: Mr. Vend

Features: Player inserts quarter and positions hand on the sensor; after a few seconds, the LCD screen indicates the passion diagnosis; ratings include "Romeo," "super stud," "foxy lady" and "angel baby"; battery operated (standard), one-year factory warranty, and 14-gauge steel cabinets.

The Talking Gypsy

From: Mr. Vend

Features: A talking fortune telling machine, special effects crystal ball with spectrum of colored lights, LCD display screen, six-category flashing LED bar graph, 25-cent vend, coin counter/meter, built-in security, one-year factory warranty, and four different mounting options.



Coin Racer

From: Multi-Tech

Features: Nothing mechanical or electrical involved; coins are inserted, where gravity and inertia cause them to spin as fast as 60 mph; locations where there are children are the best (arcades, zoos, skating rinks, childrens' stores, etc.); portable, yet it can be secured.

Model 180 Shoe Polisher

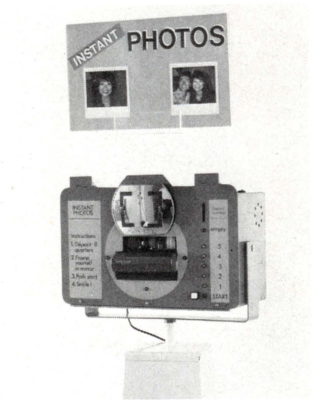
From: O-Sun

Features: 13 oz. aerosol polish in brown, black and neutral colors (machine holds two colors); commercial grade formica finish, deep pile cotton nap brushes, cabinet of 3/4 resilient wood; height of 32" in the front, 36" in the rear; 23-1/2" wide, 17" deep, and a unit weight of 110 lbs.

Model 90 Shoe Polisher

From: O-Sun

Features: Takes less than two square feet of floor space, applies polish and shines, holds two colors, buffs, chrome operating handle, 11" high and 20" wide, rugged construction, rich formica finish, deep pile cotton buffers, easy to replace polish cans, and a full one year warranty.



Instant Photo Fun Machine

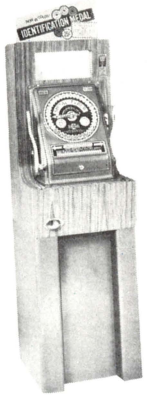
From: Photo Vend

Features: Vends a single or group portrait, uses a Polaroid Spectra System camera, delivers a 35mm quality picture, self-framing and aiming system, heavy-duty steel construction, one-year limited warranty; available as a countertop, free standing, wall mount or pedestal model.

Robo Photo

From: Photo Vend

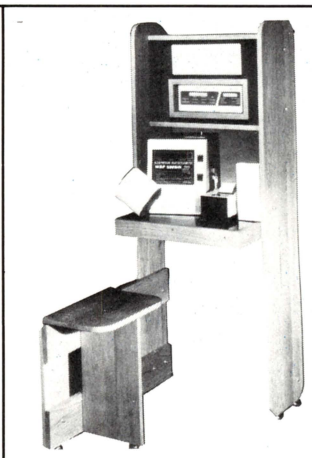
Features: Self-contained and self-vending photo unit, simple to operate and easy to reload, requires only 3-1/2 square feet of space, uses the Polaroid Spectra System that delivers a 35mm quality picture instantly, 40-shot capability, and voice instructions and counter.



Standard Metal Typer

From: Standard Metal Typer, Inc.

Features: Custom logos imprinted in the center of one or both sides of each aluminum disc, comes in either a natural finish (silver) or assorted finishes (blue, gold, silver, red and green), 25-cent vend, no electrical outlet required; dimensions are 18'' wide by 18'' deep by 60'' high.



BP 5000 and BP 5000 DL

From: Tech Vend Marketing

Features: Blood pressure and heart rate computer, readings received in less than a minute, comes with a solid oak sit-down booth and a supply of merchandising aids, a full one-year warranty; the unit is best suited for pharmacies, health clubs, malls, grocery stores, etc.

SaunaTone

From: Tan-Me

Features: A personal sauna that combines the benefits of dry heat and vibration in a portable compact unit; comes with an AM/FM stereo cassette, built-in speakers, headphones, one-year warranty; the temperature, stereo volume and vibration are controlled by the client from inside.

Pulse Meter

From: Tech Vend Marketing

Features: Electronic pulse rate indicator, 25-cent vend, can be placed anywhere, computer controlled, minimal maintenance, accurate and reliable, and outstanding tax benefits; also available is *Stress Rate Computer*, *Physical Fitness Computer* and *Love Power*.

Health Corder

From: Toledo California

Features: A coin-op scale that looks like a robot, calculates ideal weight based on player input, dispenses a printed ticket that provides a record of weight, time and date; also, a player's ideal weight and a lucky number; the unit has no moving parts.

Color Scope

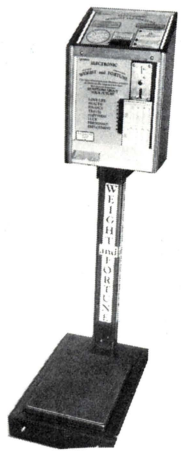
From: Zytronics

Features: 25-cent vend for this personality-testing unit; after choosing a series of favorite colors, a computer card is issued that reveals the patron's personality traits, lucky numbers, days and months, and the horoscope sign of the person's ideal mate; takes up a small amount of space.

Sex Analyst

From: Zytronics

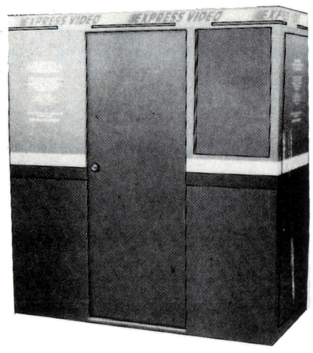
Features: Operates on 50-cent play; dispenses answers more comical than clinical to questions about sexual behavior; players put their right or left hand on the desk top and press the start button, followed by a sex analysis on a computer punch card; bars and arcades are good locations.



Weight and Fortune

From: Zytronics

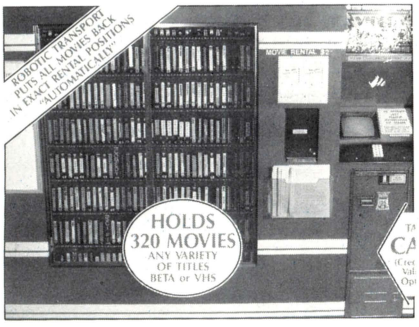
Features: 25-cent vend, patron's weight appears on an easily readable digital, visible only to the person being weighed; when the customer steps off of the scale, his personal fortune card drops into the hopper; also available are *Palm Reader* and *Handwriting*.



Express Video

From: Seel Novelties

Features: High-quality industrial video cassette recorder and tape, 14" high resolution color monitor, CCD camera, stereo capability, color balanced lighting, bill validator for $1 and $5 bills, either wide-angle or close-up lenses, digital timer with LED readout, and sound absorbing booth.



Video Vendor

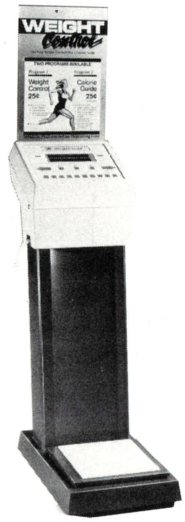
From: Video Vendor

Features: Holds 320 movies (Beta or VHS), robotic transport puts all movies back in exact rental positions, all movie slots can be set for either rentals or sales, items can include blank tapes, head cleaners, movies, laser discs, etc.; takes quarters, dollars and fives; many locations.

Honest Weigher

From: Weight Check

Features: The unit is a reproduction of the first penny weigher scale ever manufactured in the U.S.; made of molded steel-strong plastic, comes in bright yellow, blue and red; readout in pounds and ounces, face of the scale is completely lit and plays a musical tune; secure cash box.



Weight Control

From: Weight Check

Features: Sturdy construction of high-grade welded steel, load cell accurate to two ounces in 300 pounds, self-cleaning ceramic foot tile, florescent LEDs, tape prints in two seconds, paperroll for 4,000 vends, 25-cent vend, nine lines of free customer advertising.

1988 FALL BUYER'S GUIDE

INDEX

Air Hockey and Table Soccer

Amazing Games Corp.
P.O. Box 6798
Portland, OR 97228
(503) 281-3829

Brady Distributing
4308 Wilmont Rd.
Charlotte, NC 28208
(704) 525-8130

Dynamo Corp.
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
(817) 527-6054
800/527-6054

Imagination Leisure, Inc.
251 Dixon Ave.
Amityville, NY 11701
(516) 842-4242

Murrey & Sons Co.
14150 S. Figueroa St.
Los Angeles, CA 90061
(213) 321-5161

Penn Ray Sutra Corp.
1705 Winchester Rd.
Bensalem, PA 19020
(215) 638-4720
800/523-8934

RollerBall
2829 S. Memphis St.
Aurora, CO 80013
(303) 693-4978

Tornado Table Soccer
Rt. 3, Box 334
Ft. Worth, TX 76140
(817) 483-6646

Basketballs

Altec Manufacturing
P.O. Box 20215
Reno, NV 89510
(702) 323-2900
800/423-8779

Design Plus Industries
737 East Marrietta Ave.
Peoria Heights, IL 61614
800/541-1288

Doyle & Associates
P.O. Drawer 49467
Sarasota, FL 34230
(813) 351-2835
800/237-2254

Gamemasters
5555 Oakbrook
Suite 240
Norcross, GA 30093
(404) 662-5666

Grayhound Electronics
Rt. 37 & Germania
Station Road
Toms River, NJ 08753
(201) 341-5200
800/222-0491

Intermark Amusements
7898 East Acoma
Suite 104
Scottsdale, AZ 85260
(602) 948-7707

Kramer Manufacturing
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810
800/631-2126

Merit Industries
2525 State Rd.
Bensalem, PA 19020
(215) 639-4700
800/523-2760

Pop-A-Shot, Inc.
P.O. Box 1073
Salina, KS 67402
(219) 747-7288

Smart Industries
1626 Delaware Ave.
Des Moines, IA 50317
(515) 265-9900
800/553-2442

Streak Shooter
875 East Linn St.
Canton, IL 61520
(309) 647-6600

Vari-Tech Co.
546 Leonard St.
Grand Rapids, MI 49504
(616) 459-7281

Billiards

American Shuffleboard Co.
210 Paterson Plank Rd.
Union City, NJ 07087
(201) 865-6633

Corner Pocket Billiard Supply
134 Regal St.
Billings, MT 59104
(406) 259-4898

Dufferin, Inc.
4240 Grove Ave.
Gurnee, IL 60031
(312) 244-4762

Dynamo Corp.
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
(817) 589-7699
800/527-6054

Global Billiards
1263 W. 132nd St.
Gardena, CA 90247
(213) 327-0562

Murrey & Sons Co.
14150 S. Figueroa St.
Los Angeles, CA 90061
(213) 321-5161

UBI, Inc.
51 Progress St.
Union, NJ 07083
(201) 686-7030

The Valley Co.
333 Morton St.
Bay City, MI 48706
(517) 892-4536
800/248-2837

Cranes and Rotaries

Altec Manufacturing
P.O. Box 20215
Reno, NV 89510
(702) 323-2900
800/423-8779

American Amusements
1961 B-West 9th St.
Riviera Beach, FL 33404
(407) 842-8208

1988 FALL BUYER'S GUIDE

INDEX

R.H. Belam Co.
530 Hempstead Tpke.
West Hemstead, NY 11552
(516) 292-2670

Betson Enterprises
6 Empire Blvd.
Moonachie, NJ 07074
(201) 440-2200
800/524-2342

Coastal Amusement
601 Prospect St.
Lakewood, NJ 08701
(201) 681-8900

Cranes-N-Things
8390 Currency Dr., Suite 5
Riviera Beach, FL 33404
(305) 844-7536
800/433-0601z

Drew's Distributing
P.O. Box 632
Fairforest, SC 29336
(803) 574-0162

Gamemasters
5555 Oakbrook, Suite 240
Norcross, GA 30093
(404) 662-5666

Global Imports
604 Main St.
Davenport, IA 52803
800/553-8000

Golden Touch
2915 46th Ave. West
Bradenton, FL 34207
(813) 758-5212

Grayhound Electronics
Rt. 37 & Germania
Station Road
Toms River, NJ 08753
(201) 341-5200
800/222-0491

Hollywood Cranes
8044 Lankershim Blvd.
North Hollywood, CA 91605
(818) 767-0981
800/99-2-CASH

East Coast Office
1122 Ninth St.
Altoona, PA 16601
(814) 946-4040

Kramer Manufacturing
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810
800/631-2126

Omni Products
Rt. 6, Box 227
Ozark, MO 65721
(417) 485-7505

Roth Novelty
333 No. Pennsylvania
Wilkes-Barre, PA 18702
(717) 824-9994

Showcase
P.O. Box 34085
Sarasota, FL 33580
(813) 355-8667
800/64CRANE

Smart Industries
1626 Delaware Ave.
Des Moines, IA 50317
(515) 265-9900
800/553-2442

SMS Manufacturing
601 Prospect St.
Lakewood, NJ 08701
(201) 370-3030
800/221-0138

UAI New Jersey
2010 Jimmy Durante Blvd.
No. 16B
Del Mar, CA 92014
(619) 755-9715

Wedges/Ledges
123 International Boardwalk
Redondo Beach, CA 90277
(213) 374-9982

Condom Machines

Allison Devices
4144 Freemont Ave. N.
Minneapolis, MN 55412
(612) 521-9984
800/223-8620

Atec Manufacturing
2375 E. Tropicana, Suite 726
Las Vegas, NV 89119
(702) 795-2958

Check Yourself, Inc.
55 Hudson Ave.
Freeport, NY 11520
(516) 379-4719
800/962-1002

Cadillac Marketing
25 Hutcheson Pl.
Lynbrook, NY 11563
(516) 593-5050
800/645-2162

Hospital Specialty Co.
7501 Carnegie Ave.
Cleveland, OH 44103
(216) 361-1230
800/321-9832

L'Appel, Inc.
1804 Johns Ave.
Glenview, IL 60025
(312) 998-9500

Stanley Levin & Assoc.
510 Sandpiper Lane
Deerfield, IL 60015
(312) 537-5558

LJP Enterprises, Inc.
P.O. Box 153
Vail, CO 81658
(303) 476-6678
800/443-5358

Mayoni
10340 Glen Oaks Blvd.
Pacoima, CA 91331
(818) 899-2488
800/345-1183

Partec, Inc.
2129 N. 15th Ave.
Melrose Park, IL 60160
(312) 343-1106

Protocol, Inc.
1370 Mendota Heights Rd.
Mendota Heights, MN 55120
800/227-5336

PVC
4020 Payne Ave.
Cleveland, OH 44103
(216) 432-0765

RMV Sales, Inc.
336 Steubenville Pike
Imperial, PA 15126
(412) 695-2406 or 922-8058

INDEX

Smart Industries
1626 Delaware
Des Moines, IA 50317
(515) 265-9900

USA Pharmaceutical, Inc.
55 Jewelers Park Dr.
Neenah, WI 54956
(414) 727-4900
800/426-4448

USTC
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INDEX

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INDEX

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INDEX

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INDEX

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Halloween's Hot Items

by Frank Seninsky

I have talked in the past about seasonal merchandise as a real volume builder for the cranes. Halloween should be viewed as a special "treat." Although Christmas remains the most commercial holiday, no holiday has gained more prominence in recent years than Halloween. This rejuvenated holiday is quite hot right now. You will see a tremendous amount of Halloween merchandise in stores this fall.

Therefore, you will see a long selling period for these products. Do not write Halloween off as a one day holiday. Fill the cranes with Halloween products as early as Oct. 1. It should be viewed as no "trick" that this month's selections are devoted to Halloween.

51-53 Trick-or-Treat Bears, 8 inches, 24DZ, 16.20/DZ

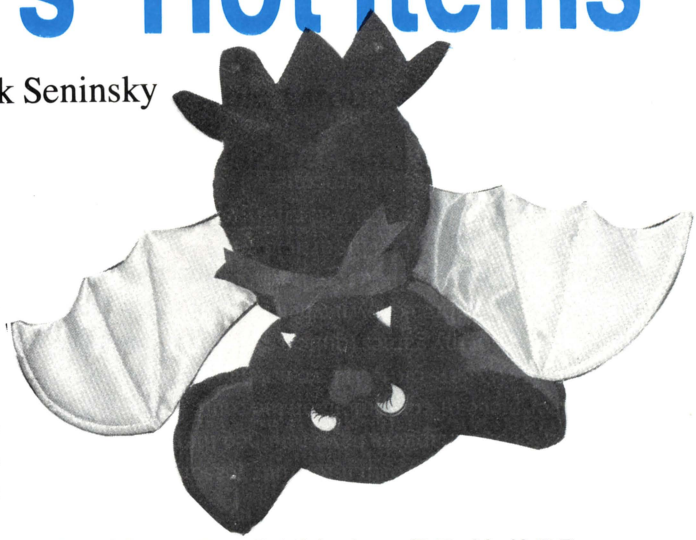
This assortment consists of brown bears dressed up as a witch, a devil, a ghost, and a skeleton. Don't be surprised to find one on your doorstep.

Contact: Dan Brechner and Co.; Floral Park, NY; (800) 645-8142/(516) 437-8400

1791 Pumpkin, 6-1/2 inches, 14DZ, 7.20/DZ

What would Halloween be without a pumpkin? The pumpkin has a full face with a smile, happy that its day has become so important.

Contact: Ace Novelty; Bellevue, WA; (800) 426-0076/(206) 644-1820



9621/6 Bucky Bat, 7-1/2 inches, 6DZ, 20.40/DZ

This bat has a black plush body, felt fangs, and purple satin wings. Also priced at $18.60/DZ in 12DZ lots.

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TOOBIN' gives a "fun float" this summer

by Steve Harris

Here comes Atari with another unique concept that follows traditional standards and mixes in some fine execution, original play mechanics, and highly interactive controls.

The game is *Toobin'* and it follows the action of two intrepid rafters as they float and paddle their way down a winding river that visits some extraordinary places. Players are treated to prehistoric and forest scenes, as well as other colorfully animated backgrounds accompanied by lively (and dangerous) enemy characters.

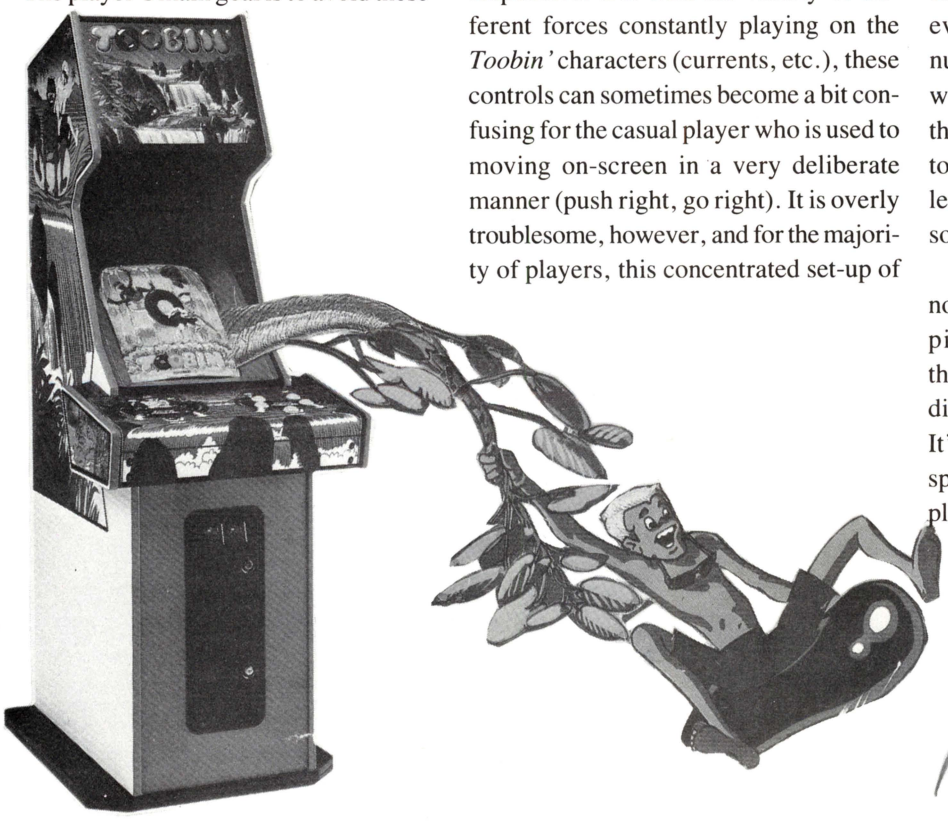
The player's main goal is to avoid these dangerous obstacles and reach the parties that wait at the end of every level. In addition to maneuvering around the various characters who stand in the player's way with the paddle buttons (one for backward and one for forward paddling on either side of the inner tube), they can also eliminate the nasties by collecting cans that occasionally float down the river and tossing them back.

The controls themselves are very responsive. But with the variety of different forces constantly playing on the *Toobin'* characters (currents, etc.), these controls can sometimes become a bit confusing for the casual player who is used to moving on-screen in a very deliberate manner (push right, go right). It is overly troublesome, however, and for the majority of players, this concentrated set-up of buttons provides the easiest method of control possible.

The graphics, animation, and sound support are all up to Atari's usual high standards. Nothing has been left to the imagination, as large creatures and textured rivers are brought to life with great detail and crisp movement that really pops off the screen. *Toobin'* is highly colorful and uses some terrific animation that's both smooth and realistic.

Toobin' is a good game that really allows players to experiment and have fun—much the same way *720* struck everyone's fancy last year. There's a number of large environments to visit, with very few boundaries placed on where the the player can go and how he can react to the dangers that are presented. On this level it succeeds admirably, with all the solid features of previous Atari hits.

It may appear a bit complicated for the novice, but once players get the hang of piloting down the river (either by themselves or with a friend), they'll soon discover that *Toobin'* is a very fun game. It's a strong game that deserves closer inspection from everyone—especially the players.



"Large creatures and textured rivers are brought to life with great detail and crisp movement that really pops off the screen."

REPAIR LOG

Reflections of a routeman: sharing information is valuable

by Randy Fromm

Although many of you know me for my articles in Play Meter, or for the training sessions that I hold from time to time, my "real" job is working as a routeman for an operator here in San Diego.

As I go through my daily routine of repairs, I can't help but think that the failures I see are also being seen by others of you that share the responsibility of keeping things up and running. This is especially true when I see the same failure more thanonce. If I've seen it twice, everyone else must be seeing it too!

With that in mind, I present you with the first of an occasional ser i es called Repair Log. I make no special claims tht the information presented here is the "latest and greatest" in repair technology. It is simply an explanation of some of the common or interesting failures that I encounter as I work, and what I did to repair the fault.

If you would like to be a part of Repair Log, your contributions are more than welcome. Just jot down some of the repairs that you've done and send them to Play Meter, Technical Topics. If your contribution is published, you'll see your name in print (that'll impress your mother!) and get a one month extension on your subscription (that'll impress your boss!). Remember, what seems simple and straightforward to you may be real news to someone else, so contribute if you can.

Rowe bill changer, Model BC-12 *Symptom:* changer inoperative . . . status display shows flashing "P"
Repair: resistor R141 (.39 ohms, 2 watts) open; resistor R140 (22 ohms, 1/4 watt) open; replace resistors
Comments: Although this failure was in a BC-12, the symptom can appear in other models that use the same control board. Resistor R141 looked burned but R140 did not; it looked absolutely perfect! Use a meter to check it.

This symptom is often an indication that you have a burned-out vend coil, so be sure to check out the vend coils before replacing R141 and powering the unit. If you have hesitated repairing the control board in the past, this may be a good place to start. It's a simple repair that takes very little time to perform.

Wells-Gardner monitor, Model 19K4921
Symptom: very little vertical deflection
Repair: resistor R313 (470 ohms, 7 watts) open; replace resistor
Comments: The picture appeared as a narrow, horizontal band (about 2-3 inches wide) across the center of the monitor. The meter showed that the resistor was open; it didn't look bad through visual inspection.

Wells-Gardner monitor, Model 19K4901
Symptom: jumpy picture
Repair: capacitor C313 had bad solder joints; resolder capacitor
Comments: At first glance, it looked like the picture was just a little jittery (jumping up and down). Closer inspection revealed that it was actually getting a little bigger and smaller in the vertical direction. Tapping the monitor helped to pinpoint the problem, and visual inspection of the bottom of (solder side) of the monitor printed circuit board revealed the bad solder joint on the capacitor.

As long as we're talking about monitor failures, here are a few repair tips for the G07 monitor from the good folks at Electrohome.

G07 Repair Hints

Most shut down problems are caused by leaky electrolytic C511, 4.7 microfarad (MF) at 160 v. dc. This cap causes ripple on the "B1 line." Voltage will increase from 120 v. dc to above 138.5 v. dc. There is a voltage drop across the D701 zener diode when turning on the X701 switch transistor. This shorts the collector to the emitter, taking the oscillator to the ground and shutting down the HV.

Sometimes FR401 will open due to a defective X401, X402 or D401. The loss of vertical is most commonly due to low 12 v. "B2," caused by a shorted transistor in the video amps or blanking of the beam limiter transistors. Any shorted transistor on the "B2" line will cause a lack of VCC voltage on Pin 6 of IC501. The result is no vertical drive. Bad vertical height can also be caused by C407 (4.7 MF, 63 volts).

Inspect the board for cracks along the flyback transformer area. Any opening will cause the "B1" line to be very high (160 v dc). No high voltage will be heard upon the turn on.

Occasionally, IC501 or X501 will cause no HV problems. No high voltage is heard upon the turn on if these are bad.

Check for cold solder connections on T501, T502, Molex plug connections and CRT sockets. Also, check the flyback for shorted windings because the flyback can crack and sometimes burn if it is defective.

Another very common problem with the G07 monitor is a picture that is curved or "keystoned." A keystoned picture is one that is smaller at one side of the picture than at the other.

Many people attribute this problem to a monitor that is just worn out, but it can be easily repaired by replacing one or two small capacitors. Try replacing C517 (100 MF, 16 volts) and/or C518 (220 MF, 16 volts). Replacing both at the same time is generally the best procedure here. It's amazing how much better the monitor looks when the sides of the picture are straight!

Footnote: Remember to send in those repair logs and share some of your experiences with the rest of us. If you have a photo of yourself at work, send it along too!

Rowe Bill Changers

by Frank "The Crank" Seninsky

Bill changers are the heart of my route. I've gone on record at many seminars stating that game collections can be increased by 20 to 25 percent with the addition of a bill changer. It is our company policy to supply a bill change machine to every location that grosses over $500 a week (space permitted), unless change is readily available within 25 feet of the games. I also rent bill changers to locations that have my games.

Over the years I have worked with several different brands of bill changers and now operate only Rowe's. The investment in bill changers has been well worth it for four reasons: 1) higher game revenues; 2) bill changers have retained their value better than any other piece of equipment on the route (some of my changers are over 10 years old); 3) I've not had to invest in bill acceptor units on any of my games (quite a savings); 4) the Rowe bill changers hardly ever break down when maintained properly.

The display codes and excellent repair manual make working on a Rowe changer a pleasure. This article will help you maintain your Rowe bill changer so you will rarely get an unexpected service call, except, of course, if someone puts something other than bills into the transport.

It takes less than one hour to completely check and clean a bill changer. The three hoppers take the majority of the time, and after a little practice the procedure will take only 20 minutes. This article will discuss the transport assembly and the hoppers, while the bill stacker, the coin dispenser unit and the power control center will appear in next month's issue.

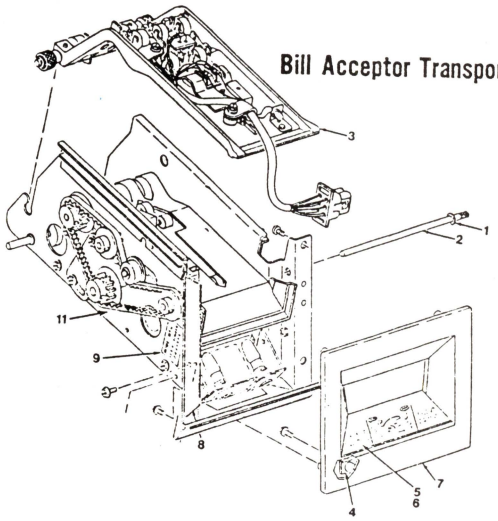
Required tools and parts

You will need a 1/4" nut drive, a big wire toothbrush (comes with a changer), cotton swabs and Windex, a long thin screwdriver, a spare #755 bulb, and a spare magnetic head assembly. Don't get worried. Most of the time you won't need the #755 bulb or the magnetic head assembly because they rarely need replacement.

Transport assembly

The transport assembly (Figure 1) should be well cleaned and checked a few times a year. Turn off the machine and remove the transport assembly by unlatching the lever on the top right, sliding the transport towards you and unplugging the two connectors. Pull the pivot retainer (knobs) at the back of the transport and the upper and lower track assemblies will easily seperate.

Take the cotton swabs and wet them with Windex or you can use isopropyl alcohol (91 percent as recommended in Star Tech Journal, June '88) and clean the three photo cells, six small idler rollers (you can use a flat head screwdriver to scrape off the gunk), the two #755 light bulbs, the magnetic head (it's green), and any visible dirt on the tracks.



If the surface of the magnetic head is flat (it should be round), change it now. A worn magnetic head will cause erratic acceptance of a $5 bill. The magnetic head reads the magnetic ink on $1's and $5's, which are slightly different. Be sure to get all the dirt off of the rear photo cells (p4/p6). These cells last for many years; in fact, none of us can ever remember changing one of these photo cells.

For those who aren't fortunate enought to carry spare parts, feel lucky that Rowe uses #755 bulbs in the transport display mounting bracket, where the bill goes into the transport assembly, and also the out-of-order bulb on the BC-11, 25 and 35 models. You can grab one of these if need be in an emergency.

As a timesaver, a #755 bulb and assembly (wires and connectors) is available from Rowe distributors. If and when you do get to change a #755 bulb in the transport, remember that when soldering, don't let the bulb base get too hot or you won't be able to solder the two wires (blue + and black -) to the bulb base. A time saving tip is to file down the metal area on the bulb base first and add a dot of solder. Then tin the end of the wire and quickly fuse the two together.

Next put a drop of 3 & 1 oil, motor oil, or WD-40 on the motor bearing and check the small timing belt by inching it together near the right gear roller. If you can squeeze the belt together easily, the belt needs replacing. Often a symptom of a stretched belt is that bills get shredded on the casting teeth at the back of the transport. Make sure the belt doesn't slip and if it does, it needs just simple adjusting. The manual also explains how you can time the best if you are having acceptance trouble.

Adjusting the photo cells and magnetic gain

After the transport is back together and in place, it is a good idea to check photocells p1 and p4 and the magnetic gain (MAG).

These adjustments are on the main control board on the newer models and on the control center on the older pre-BC 10 models. Turn p1 counter-clockwise, then slowly clockwise until the LED goes off. Continue turning one-fifth of a turn more; repeat the same procedure for p4. The magnetic gain should be two marks from its furthest point. To test, alternate 1's and 5's.

Taking apart and cleaning the hoppers

Dirt on the hopper coin glide tracks is the major cause of bill changer problems. When dirt is present on the tracks, some or all of the coins will fall off the track before reaching the top of the track. If *the correct number of coins isn't counted within a very short period of time*, the changer will shut down or automatically transfer to the next hopper (MC models), depending on what type of changer it is.

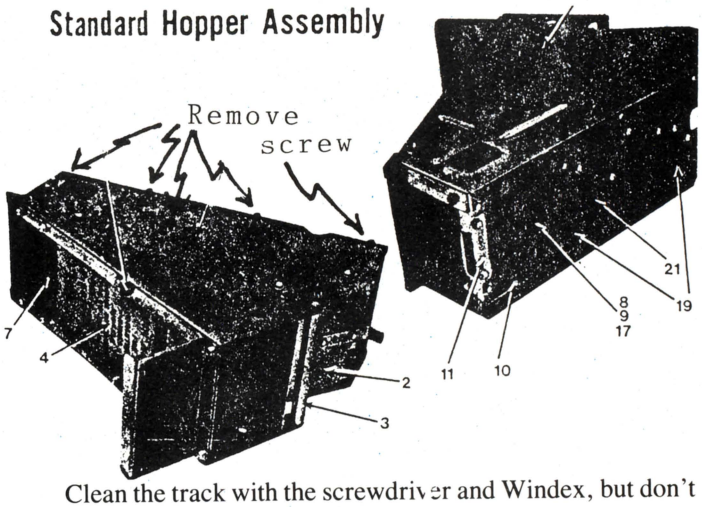
Brushing the tracks once a week with the wire toothbrush or curled long flathead screwdriver will do the trick, provided the track is cleaned properly in the first place. It is very difficult to get hard caked dirt off some sections of the track without taking apart the hopper. Placing the hopper on the floor and rotating it until you can see the dirt inside is the easiest and quickest way to brush out the hopper. I recommend taking the hoppers apart once a year and giving them all a thorough cleaning.

First dump the coins from the hopper and lift the hopper out of the changer. There are several methods for getting to the hopper glide tracks. In the June issue of Star Tech, removing 15 quarter-inch screws and dealing with the compression spring is detailed. I don't like having to deal with a spring flying out, so we have tried some different approaches.

I believe our method is much easier: Remove eight quarter-inch screws that hold the back of the hopper together (Figure 2 shows the location). Next, remove four quarter-inch screws from each side of the hopper, located parallel to the ones you removed earlier. All of these screws are the same. The back track section will easily pull apart (Figure 3) when the tab on the right side of the hopper is separated. Be careful not to bend the tab. I like this method better than taking off the left side panel.

The drive shaft and pin assembly that cranks the chain will most likely have coin bag strings wrapped around it. Cut through and remove all the strings. To avoid getting strings inside the hoppers in the first place, always turn coin bags inside out before carrying coins.

Standard Hopper Assembly



Clean the track with the screwdriver and Windex, but don't lubricate the chain. Also, clean out all the dirt you'll find in the bottom of the hopper and re-assemble it. Some of our technicians like to put their hand into the hopper, along with a 1/4'' wrench, and remove the quarter-inch screw holding in the drive shaft and pin assembly. On BC-25 models, you can then pull out the shaft from the back. With this method, a total of 13 screws need to be removed, but for some it takes extra time to replace the drive shaft screw at the end (especially if you have large hands).

Happy cleaning and keep cranking! I'm off to Atlanta to give a session at the AMOA Traveling Seminar Program. A full report will be forthcoming.

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BRINGING YOU CASH WITH CLASS

How to get a break in the TAX REGULATION SWAMP

By Irving Blackman

It's a swampy quagmire of tax regulations we all encounter these days. Following are several instances in which the taxpayer can turn some of those tax laws to his advantage, plus the recounting of a case where the IRS just went too far.

Construct your house with company cash

One of the biggest problems confronting successful business owners is how to get surplus cash out of their corporations without paying tax on it. If they take it as a salary or dividend, it's taxable. If they take it as a loan, the rules regarding personal and investment interest can eliminate or reduce their interest deduction. But here's a nifty way to take the cash, avoid paying tax, and secure your personal interest deduction: Give the corporation a first mortgage on your home.

The new law severely curtails interest deductions for taxpayers. Personal interest is not deductible at all, and investment interest is deductible only to the extent of investment income (subject to the phase-in provisions). But interest on home mortgages is still fully deductible, as long as the loan doesn't exceed the cost of the home, providing that the mortgages on the taxpayer's first and second homes don't exceed $1 million combined.

But why borrow from the bank and let it earn the interest when you can borrow from your own corporation, perhaps at a more favorable rate? As long as you dot your "i's" and cross your "t's", you can nail down substantial tax deductions by letting your corporation finance your home.

Be sure your corporation charges market-rate interest on the loan, and be sure to document the loan with a promissory note and a mortgage recorded at the courthouse. Adhere strictly to the payment schedule called for in the note, and correctly classify the loan and your subsequent repayments on the corporate books. If you carefully follow these guidelines, you can dip into the company till without personally paying tax.

Home-grown tax savings

Futurists tell us that more employees will be working at home. They also foretell that a greater share of American business will be done by self-employed people working out of their homes. So, let's explore the strange world of home office tax breaks and pitfalls.

First of all, you have to determine whether or not your occupation is indeed a "trade or business" from the IRS' viewpoint. Investing only for your own account—for example, if you play the market—is not considered a trade or business. But your job as an employee is, in fact, your trade and business.

To get a deduction as an employee, your home office must be for the convenience of your employer. Generally, the courts allow the deduction if the office is *required* by the employer. However, if the employer provides office facilities, your home office deduction is in jeopardy, unless the facilities are not suitable.

No deduction is allowed unless the office is used on a "regular and exclusive" basis. "Regular" means repeated and consistent, not occasional. And, "exclusive" refers to a specific part or room of the home being used or dedicated solely to your office.

Okay, you have jumped the first set of hurdles—you use your home office on a regular and exclusive basis in the operation of your trade or business. Now, your home office must fall into one of these three categories:

1. It must be your principal place of business. If you are self-employed, no problem. If you are an employee, you must show that your employer provides no facilities or that they are unsuitable.
2. It is a place where you meet and deal with your clients, patients, or customers in the normal course of business.
3. It is a separate structure used in your trade or business.

Now that you have survived the minefield of qualifications and conditions, how much can you deduct? To make it simple, divide all possible deductions into four groups:

Group 1. Expenses that relate to your business, not your home; such things as postage, office supplies, wages, etc.

Group 2. Expenses that are deductible in any case: mortgage interest and taxes.

Group 3. Expenses that relate to the office itself: utilities, telephone, repairs, etc.

Group 4. Depreciation on your home.

Remember, you can only deduct a proportionate part of the Group 2, 3, and 4 items. For example, if your office is 15 percent of the house, deduct 15 percent of these items. Of course, the remaining 85

percent of Group 2 items can be taken as itemized deductions.

Let's crunch the numbers. You must do it in this order: (1) Start with your gross receipts from your business activity and (2) subtract the total of (a) all of Group 1 plus (b) the business-percentage portion of Group 2. The balance, if a profit, limits the amount of additional deductions you can take; if a loss, none of Group 3 or Group 4 can be deducted.

Finally, subtract Group 3 and Group 4 amounts in that order. If a profit still remains, you have succeeded in deducting 100 percent of all four groups. Sorry, but as soon as the balance is reduced to zero, no further deductions are allowed. Put another way, losses caused by pure home office expenses (Group 3 and Group 4) are a no-no.

Buy-sell pegs value of business

Closely-held businesses, by their very nature, have few stockholders. Almost uniformly, the stockholders do not want any shares of stock to fall into strange hands. This purpose is most often accomplished by the use of a buy-sell agreement between the shareholders. The question often comes up . . . does the price fixed in the agreement hold up for estate tax purposes?

The answer to this important question can be a loud "yes" if the agreement is properly drafted. An interesting case points the way. Here's the story.

Five shareholders entered into an agreement that provided that all transfers of stock were subject to its terms. A written consent was required for all transfers. In the absence of such a consent, a selling shareholder had to give 60 days notice to the other shareholders and the corporation. All shares were to be sold to the corporation or the other shareholders at book value. The agreement was enforceable against all of the shareholders and the estate of the deceased shareholder. The right of shareholders to own stock was dependent on their continuation in their as a director, officer, or employee. When this relationship was severed, a shareholder was required to sell his stock in accordance with the agreement.

One of the shareholders, Mabel, died, and her shares were offered for sale to the corporation at book value, $251,800. The IRS claimed the fair market value of the shares was $460,000 and wanted that value to be reported for estate tax purposes.

The court (Estate of Mabel G. Seltzer, TCM 1985-519) turned thumbs down on the IRS' claim, holding that an enforceable agreement, which fixed the price to be paid, can limit the value of the shares for estate tax purposes. After all, in this case, the estate was obliged to demand no greater value than the book value of the shares. The court pointed out that if Mabel had attempted to sell the stock on the date of her death, she would have been limited to a book value price by the terms of the agreement. The fact that the fair market value may have been higher was ruled to be immaterial.

IRS goes too far

Talk about overreaching. Here's a tale that would be completely unbelievable if it didn't involve the Internal Revenue Service. It starts with a self-employed attorney, Jerry, who couldn't pay his 1979 income taxes. So in 1981, the IRS levied on his Keough account, in which he had accumulated over $22,000.

First a little background: If you voluntarily withdraw funds from your Keough account, you can get rocked with a 10 percent early withdrawal penalty. The penalty will not be assessed if the taxpayer has attained age 59-1/2 or is disabled. Jerry was neither.

"Talk about overreaching. Here's a tale that would be completely unbelievable if it didn't involve the Internal Revenue Service."

You would think the levy would end the story, but the IRS had only started its attack. They imposed the 10 percent penalty on Jerry for making an early withdrawal of his retirement funds. Then, they hit him with a negligence penalty for not paying the 10 percent penalty. And then they added another negligence penalty for not including the distribution in his 1981 income. Jerry fought back, taking the matter to court (Jerry Larotonda- 89 TC 25, 1987).

Even the judge agreed the IRS had gone too far. Sure, the Keough distribution should be counted as additional income, the judge ruled. But tacking on the early withdrawal penalty would be like rubbing salt into the wound. Even though the attorney didn't qualify for any of the exemptions to the 10 percent penalty, the judge noted, Jerry clearly didn't use the early distribution as a ploy for tax avoidance. By the same token, the judge denied the IRS' bid for negligence penalties.

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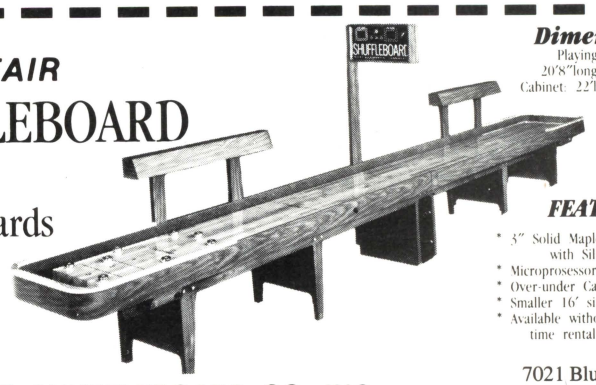

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NEW PRODUCTS

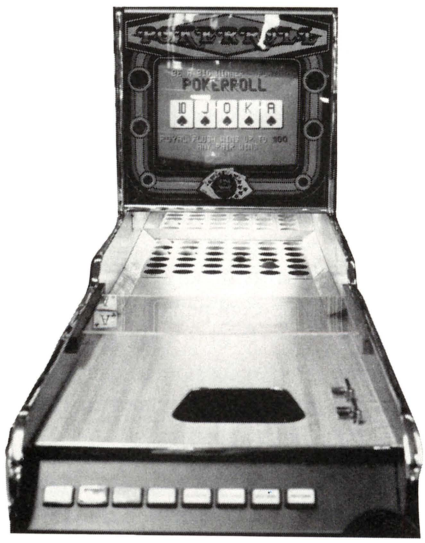
Pokerroll

SMS Manufacturing debuts *Pokerroll,* a new type of roll down that's the perfect marriage of a video poker and a roll down.

In *Pokerroll* players receive five balls and roll them toward holes that have playing card designations. A sophisticated grid mechanism evaluates the cards and shows them on a video screen. Players then have a chance to selectively discard certain balls, press discard buttons, and roll again to receive tokens or tickets.

The XY grid mechanism uses optical sensors. The video screen is a 20-inch flat screen Wells-Gardner color monitor.

For more information, or distributor referral, write SMS Manufacturing Corp., 601 Prospect St., Lakewood, NJ 08701; (201) 370-3030 or (800) 221-0138.



Sooper Shooter

Merit introduces a fast-paced one-or two-player basketball game, *Sooper Shooter Basketball Champ*, constructed of durable PVC pipe.

Features include easy-to-read scoring and time displays for each player, standard dual coin mechs, and adjustable playing time. A bonus replay allows for one replay maximum per player if the score exceeds 40 points; additional credits are displayed.

The game comes with seven-inch basketballs. The game's scoring switch cable eliminates stress points and wear, minimizing scoring problems and service calls. All electronics are on a single board easily accessible for operator adjustable settings: game time limit, pricing, free game bonus, 15 second three point bonus feature, and number of tickets awarded.

Options include ticket dispenser, bill validator, and full canopy. A location tournament kit is available and comes with posters, charts, and trophies to assist operators in successful promotions of the sport.

For more information, or distributor referral, write Merit Industries, Inc., 2525 State Road, Bensalem, PA 19020; (800) 523-2760 or (215) 639-4700.

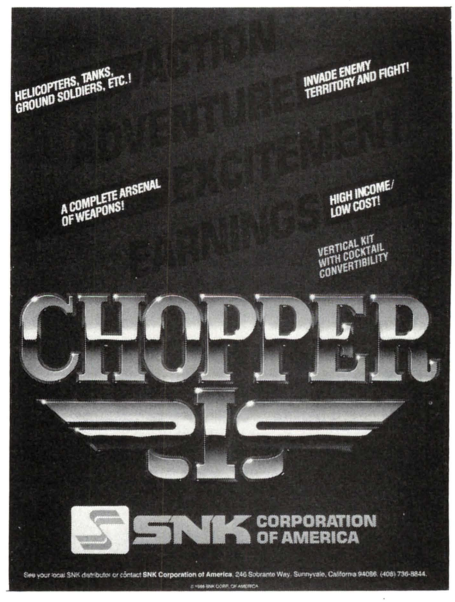
Chopper I

Helicopters, tanks, and ground soldiers populate *Chopper I*, the newest vertical kit with cocktail convertibility from SNK Corp. of America.

In *Chopper I* the player takes on the persona of a combat helicopter pilot. He controls an eight-way joystick and two buttons, (one for fire and one for special weapons), while fighting his enemies, and lands on an aircraft carrier deck safely.

The player can obtain items to make his chopper more powerful and use special weapons. Among those special weapons at his disposal are napalm bombs, explosives, and a barrier attack.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086, (408) 736-8844.



Banzai Run

Williams Electronics Games debuts its newest pinball, *Banzai Run* that features one continuous playfield on two different planes.

Banzai Run marks the first extension of a vertical playfield and total play integration. The objective is to defeat the King of the Hill in a daredevil motocross race to become number one.

Players must first challenge any one of four riders by completing the matching color targets on the horizontal playfield. Then its up to the ultimate cliff jump, a single shot on the vertical playfield that flips the ball over the player's head.

Features include a Super Cycle Stunt plunger shot, fast-paced laps around the ramp, multiball play, and sound and light effects with original music.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618, (312) 267-2240.

HS-4 Cabinet

Dynamo Corp. adds the *HS-4* contemporary cabinet with 25-inch monitor to its line of video hardware systems.

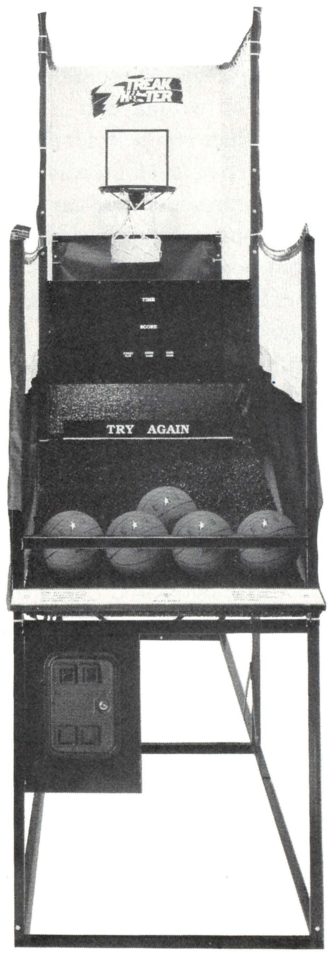
Features include a slide-out drawer that houses the power supply, isolation transformer, JAMMA standard wiring harness, and universal control panel. When converted, the drawer also houses the main PC board.

The drawer assembly allows conversions to be made with minimal game downtime. Most PC boards can be plugged directly into the JAMMA harness without wiring modifications. All change-out procedures can be done from the front of the game without moving it.

Dynamo also offers the *HS-3* 19-inch monitor version, the *HS-2* standard cabinet with slide-out drawer, and the *HS-1* standard cabinet with no slide-out drawer.

All Dynamo systems have Wells-Gardner monitors, 11-amp power supplies, JAMMA standard wiring harnesses, lighted marquees, over/under coin doors, and on/off switches. Dynamo also offers a copyrighted interface board for conversions that require other wiring configurations.

For more information, or distributor referral, write Dynamo Corp., 2525 Handley-Ederville Road., Richland Hills, TX 76118; (800) 527-6054.



Streak-Shooter Jr.

Streak-Shooter, Inc. has developed the *Streak-Shooter Jr.*, a mini basketball game designed to suit locations with eight- foot ceilings.

Streak-Shooter Jr. stands seven-feet nine-inches high, nine- feet 10-inches long, and 32-inches wide; weight is 300 pounds. The game is easily set-up and easily moved in the future to another location.

Features include adjustable game time, adjustable bonus game score, reliable solid state electronics, and tamper-proof gate. It operates on one-to nine-quarters and has a large coin box.

As in the original *Streak Shooter*, the Jr. model offers steel construction, large LED readouts, and digital scoreboard. The game comes in bright red with a red and white backboard, and five balls.

For more information, or distributor referral, write Streak-Shooter, Inc., 875 E. Linn St., Canton, IL 61520; (309) 647-6600.

Turbo Drive

United Artists Theatre Amusements introduces *Turbo Drive*, the coin-op slot car game for one-or two-players.

Features include coin selector adaptable for one or two coins and four- way joystick control that represents four car speeds. Each driver must maintain speeds within the random posted speed limits. When these are exceeded, the car stops and has to begin again in low gear.

The sturdy cabinet is done in British racing green with checkered racing flags around the control area.

The game can be adjusted for two, three, four, or five minutes of play. Free games are awarded for completing 30 laps in two minutes, 45 laps in three minutes, 60 laps in four minutes, and 75 laps in five minutes.

Dimensions are four feet seven inches high, six feet three inches long, and three feet six inches wide.

For more information, write United Artists Theatre Amusements, Inc., 500 Calle San Raphael, Suite B-5, Palm Springs, CA 92264; (619) 322-4422.

Assault

Atari Games introduces *Assault*, a tank-theme, two-player dedicated video with a 360-degree scrolling playfield.

In *Assault* players must rid their home planet of enemy forces and conquer enemy strongholds on each level. Lift Zones on each level jet the tank straight up into the air for reconnaissance and bombing of enemy outposts.

Controls include two, four-position joysticks each with a trigger. The new control functions make the vehicle highly responsive. To avoid enemy shots, the tank can Rapid Roll to either side. In addition to standard artillery guns, grenades can be launched at enemy forces from the Power Wheelie position. The grenades triple the force of the tanks's standard gunshots.

The *Assault* tank remains in the center of the picture as the surrounding screen graphics scroll 360-degrees in response to its movements.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750.

Super Skill Dozer

Kramer Manufacturing introduces the newly designed *Super Skill Dozer*, which features a 12-inch multi-colored rotary that's built into the rear play floor. Above the turntable is a revolving ball that acts as the prize pusher.

The object is for the player to drive the Dozer vehicle and push a prize onto the turntable. If the revolving pusher hits the prize, it drops into the prize chute for the player to win. If the pusher misses the prize, it is automatically placed back on the play floor.

The operator can control the win frequency by adjusting the speed of the rotary turntable and the speed of the revolving pusher. Simply put 25 prizes on the floor and set the game for 40 seconds. It's 25 cents per play, with a prize cost average of $1. Fifty flashing multi-colored lights are used to attract the player.

For more information, or distributor referral, write Kramer Manufacturing, 1100 Towbin Ave., Lakewood, NJ 08701; (201) 367-7810 or (800) 631-2126.

Touchdown

Grayhound debuts a new novelty piece that offers a prize every time in *Touchdown*, a game that combines amusement with prizes.

The game features adjustable time and score setting, speech and melody in the attract mode, and 25-cent or 50-cent play option. The game appeals to all ages and is suitable for arcades, bowling alleys, bars, convenience stores, and grocery chains, among other locations.

Dimensions of the game are 66.5 inches high by 21.5 inches wide by 19.5 inches deep. The cabinet has double coin mechs, prize storage at the top, and a colorful football field in the center. The colors of black, white, green, and yellow dominate.

For more information, or distributor referral, write Grayhound Electronics, Route 37 & Germania Station Road, Toms River, NJ 08753; (800) 222-0491 or (201) 341-5200.

Super Spin-Out

Gamemasters unveils *Super Spin-Out*, a single player rotary merchandiser. The unit has self-loading gravity feeders that automatically reload the playfield after a prize is won.

The cabinet is of sturdy plywood construction, with easy front door access to all electronic and mechanical parts. *Super Spin-Out* represents the fourth generation of the Spin-Out line. It's ideal for most arcade, bowling alley, truck stop, and large grocery store locations.

For further information, or distributor referral, write Gamemasters, Inc., 5555 Oakbrook Parkway, Suite 240, Norcross, GA 30093; (404) 662-5666 or (800) 634-7746.

Lotto Master

Leisuretime Vending debuts *Lotto Master*, an easy-to-operate random number generator that eliminates "mental blocks" in selecting Lotto numbers.

Lotto Master comes in a two-color Formica finish cabinet and offers a convenient place to write in pre-selected numbers. When a coin is deposited, the machine causes ping pong balls to float randomly in the same manner that state lotteries pick numbers. Balls are captured in a clear plastic tube in the player's view and he/she fills in the cards with the lucky numbers.

Features include a cheat-proof double coin switch, coin box, electro-mechanical meters, and optional bill acceptor. Dimensions are 71 inches high by 22 inches wide by 19 inches deep. There is an unconditional warranty for three months.

For more information, write Leisuretime Vending, Inc., P.O. Box 17085, Ft. Lauderdale, FL 33318; (305) 473-2891, FAX 305-476-7079.

Swords of Fury

Williams introduces *Swords of Fury*, a new pinball that takes players on a quest in which they must master a world of scary creatures and bold lions when they attempt to "free the titans".

There are mysterious Ogres Alley, a Titan Tunnel, and Magical Arena of play that makes for challenging adventure. Multi-ball play is integrated with a full array of targets and shots.

Special scoring features predominate on a playfield with a proven Jackpot reward bonus that can bring 4,000,000 points. Precision ramp shots provide access to a Lionman Bonus that can score from 100,000 to 1,000,000 points, while A-V-E-N-G-E-R targets and double spinner horseshoe shots add more appeal.

Servicing is easy with PC lamp boards, a simple wiring layout, and micro switch technology seen on *Cyclone* and *Banzai Run*.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Action Lotto, Quicksilver

Showcase introduces two new novelty games with *Action Lotto* and *Quicksilver*.

Action Lotto is a player-interactive redemption game requiring a high degree of skill. Players pre-select their numbers and then, through an air-driven system, try to direct plastic balls into the chosen pockets to win the jackpot. It's 50 cents a play, two plays for $1; a $1-$5 bill acceptor is optional.

The lightweight plastic balls are propelled pneumatically and operator controlled. Other features include a rectangular-shaped cabinet that's totally enclosed and designed for no player intervention, brilliantly colored for player appeal, with an operator-adjustable time function selection.

Quicksilver is a newly-styled pachinko money pusher. Quarters go in one of two slots and go through a maze. Tokens are awarded through a sophisticated hopper system.

A single unit is the size of a video game, with dimensions of 24 inches wide, 29 inches deep and 72 inches high. There is also a five-color marquee in a fluorescent cabinet.

For more information, or distributor referral, write Showcase, Inc., P.O. Box 34085, Sarasota, FL 33580; (813) 355-8667 or (800) 64C-RANE.

P.O.W.

Players escape the enemy war camp and fight their way to freedom in SNK's newest video, *P.O.W.*, an action-filled two-player dedicated game.

P.O.W. (Prisoners of War) offers simultaneous game play with a buy-in feature that lets the player use a number of moves to overcome the enemy.

In addition to punching and kicking, players can steal the knives and guns from the enemies and use them to fight, providing real-life game play. Players encounter a vast array of enemies, tanks, motorcycles, and other obstacles in their path back to the free world.

P.O.W. was developed on SNK's new 16-bit microprocessor-based hardware system that provides exceptional graphics and game play capability. The game is being built and shipped starting this month by Dynamo Corp. in Texas.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844 or FAX 408-736-0446.

Popcorn Vendor

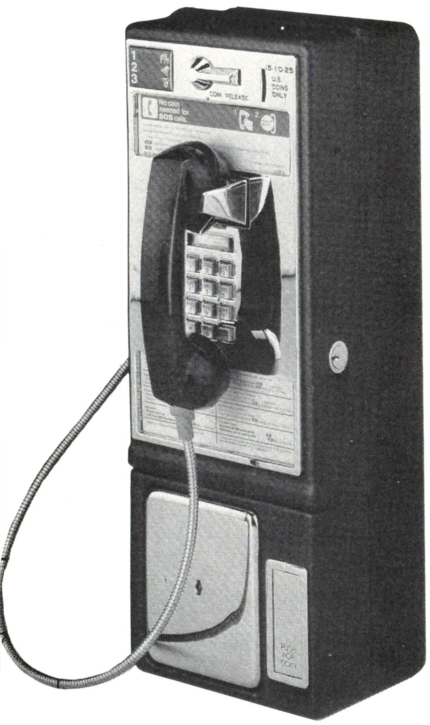
Snak-Stix has developed the PV-100 *Popcorn Vendor* that dispenses three different types of popcorn at up to three various prices.

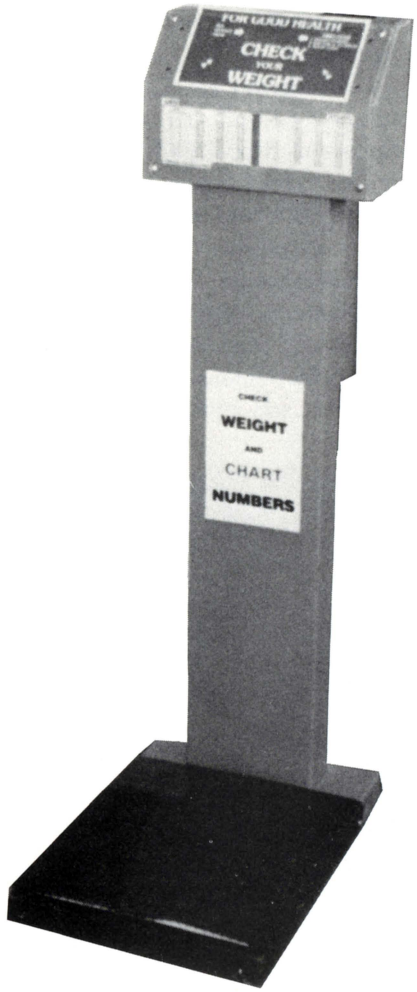
Features include a cabinet constructed of heavy gauge textured steel, product display window, and a locked cash box that allows the on-site establishment to replenish product stock without touching the cash box.

The unit is equipped with a full power commercial Amana RCS-710 microwave oven that comes with a three-year limited warranty on parts, labor, and travel.

Dimensions of the *Popcorn Vendor* are 60 inches high by 20 inches deep. The cabinet exterior blends well with other vending equipment or can be a free standing unit in compact spaces. The three separate coin mechanisms can be adjusted to vend at price settings of 25 cents up to $1 in quarter increments.

For more information, write Snak-Stix, Inc., 4020 Payne Ave., Cleveland, OH 44105; (216) 452-1800.





The Lineman

T.A.M.C.O. introduces *The Lineman* a true line-powered, AC-free pay phone with advanced answer supervision.

The Lineman eliminates problems previously encountered with AC-powered pay phones and provides features like A.O.S., coin box accounting, remote reporting, free numbers, speed dialing, and time of day discounting.

The unit is in a Western-style payphone housing outside, with the industry standard GTE configuration inside. A software package for computer management is included.

For more information, write T.A.M.C.O., 719 Morning Hill, San Antonio, TX 78232, (512) 494-9201.

Compute-A-Pulse Scale

Compute-A-Pulse, makers of *Breath-Chek*, an alcohol breath analyzer, now offers the battery-powered *Compute-A-Pulse Scale*.

The *Compute-A-Pulse Scale* is ideal for all locations since it requires no plug and takes up little space. It goes equally well in a store or business in addition to being suitable for street locations and amusement centers.

The coin chute takes Canadian quarters and limits coin jams. Optional equipment includes flashing lights and counters.

For more information, write Compute-A-Pulse, 7200 Montgomery N.E. #22, Albuquerque, NM 87109; (505) 883-9674.

Pro joysticks

Happ Controls introduces Competition Pro Model 1000 joysticks that feature a unique fire bar for use with Atari and Commodore home video game/computers.

Two other models, 300X and 5000, can also be used with Atari and Commodore equipment. Model 300X has top and trigger fire buttons and dual base fire buttons. Model 5000 comes with microswitches for precision controls.

Another model, 5000N, is for use with the Nintendo Entertainment System (NES), and features microswitches and Start, Select buttons. All Competition Pro joysticks carry a two-year unconditional warranty.

For more information, write Happ Controls, 1251 Pagni Drive, Elk Grove, IL 60007; (312) 593-6130.

Telecharge phone

Owners of the new Telecharge Convenience Phone can earn profits by charging users a modest access fee (up to $1) on each long-distance phone call. Users can place calls worldwide, and they are automatically routed through an operator-assisted service. Billing can be collect, to a home phone or third party, to an AT&T card or any of six credit cards such as American Express and Visa.

Telecharge phones install easily on a wall or desktop, plugging into a standard RJ-11 phone jack. They can be moved as necessary to maximize earning potential. Locations with higher profit potential include airports, hotel lobbies, college campuses, hospitals, and to other places where long-distance calls are made.

The Telecharge operator-assisted service handles all billing and collection. Earnings are mailed quarterly to owners, monthly when amounts exceed $100 a month. A walk-up enclosure, for wall-mounting like a coin-operated pay phone, is available.

For a free brochure, write Ottley Telecommunications, 9613 Riggs Road, Adelphi, MD 20783; (301) 439-2952.

Studio monitor

Frazier, a division of Sound-Craft Systems, Inc. in Morrilton, Ark., announces the availability of the new compact CAT 38 whole space monitor. It's designed for use as a near field reference monitor in recording and broadcast applications.

Rather than having its response tailored for the mix position only, the CAT 38 has been designed to produce uniform response over a broad angular range. This creates a highly stable stereo image and consistent sound quality at any point behind the console.

The CAT 38 has no crossover notch at any angle and may be used either standing or on its side with the same outstanding results.

For more information, write Frazier, Route 3, Box 319, Morrilton, AR 72110; 1-800-643-8747.

Power conditioner

Sola, a unit of General Signal, introduces a new microprocessor-based electronic power conditioner (EPC) designed to offer 94 percent efficiency at full load, plus high-inrush overload capacity.

Available with output capacities of 500, 1,000 and 2,000 VA, the new units are designed to protect sensitive electronic equipment such as microcomputers, terminals, or test instruments from virtually all AC power problems (except a total power failure).

The front panel of the unit is equipped with red, yellow, and green solid-state lamps, indicating various operating and fault conditions. The acoustic noise level of the unit is less than 45 dB, allowing for quiet operation in office environments.

For more information, write Sola, 1717 Busse Road, Elk Grove Village, IL 60007; (312) 439-2800.

Rust retardant

Cor-Pak, a new product from Cortec Corp., stops rust and tarnish where commonly used dessicants cannot. While dessicants work only by absorbing moisture, Cor-Pak actually forms a mono-

molecular protective layer on the product to prevent rust and tarnish formation from humidity, gases, and other corrosive agents.

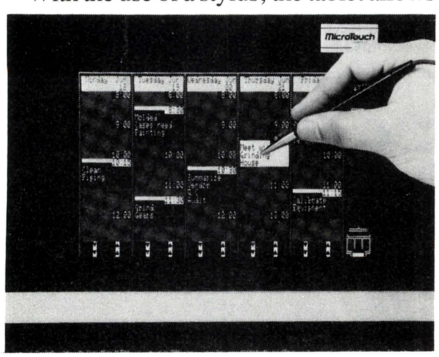
One Cor-Pak pouch costs about the same as a dessicant bag, but it protects nearly twice the area and lasts almost three times as long. Because of its long-lasting protection, a Cor-Pak protected package can be opened, closed, re-opened and closed, continuing to renew its rust protection each time.

For more information and a free sample, write Cortec Corp., 310 Chester St., St. Paul, MN 55107; 1-800-4-CORTEC, or (612) 224-5643.

PenPoint Tablet

MicroTouch Systems, Inc., announces the PenPoint Tablet, a new type of device for on-screen interaction with data and graphics. The low-cost transparent tablet represents the first product with light pen-functionality for use with LCD, EL, and plasma displays.

With the use of a stylus, the tablet allows users to locate the cursor, pick from menus and access data from flat panel displays as if using a light pen.



The PenPoint Tablet will be marketed for use in a variety of industrial and commercial applications requiring a low-cost, high-resolution and reliable method of interacting with on-screen information. Typical applications are expected to include machine control and test equipment.

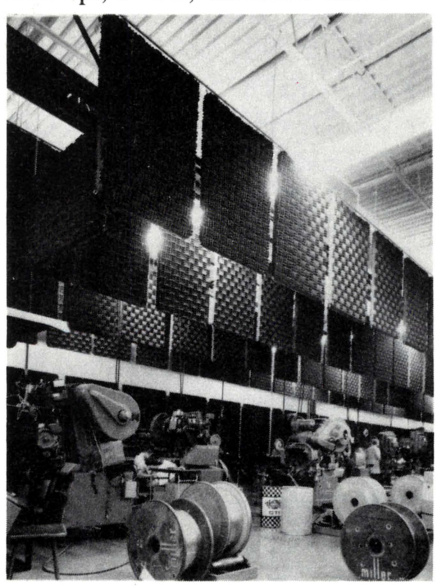
The PenPoint Tablet, with analog controller, is available immediately including a standard flat screen sensor, controller and stylus.

For more information, write MicroTouch Systems, Inc., 10 State St., Woburn, MA 01801; (617) 935-0080.

Noise baffles

Illbruck, the maker of SONEX and SONEX 1 acoustical foams, offers a line of Noise Baffles available in a charcoal color.

SONEX Baffles are two back-to-back sheets of 31-inch x 48-inch Sonex acoustical foam, assembled over a stiff, internal wire frame. They are light and easy to hang from ceilings, near walls, or around offending equipment—wherever noise is a problem. SONEX Baffles help intercept, deflect, and absorb noise.

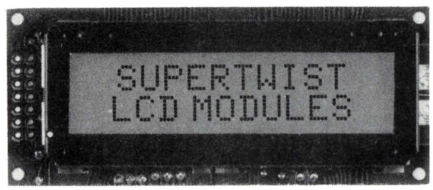


For more information, write Illbruck, 3800 Washington Ave., N., Minneapolis, MN 55412; (612) 521-3555.

Supertwist LCD's

Densitron Corp., manufacturer of liquid crystal display modules, has increased the range of applications for its Supertwist LCDs by increasing the operating temperature range. They have three times the contrast ratio and up to twice the viewing angle of standard twisted nematic (TN) modules.

With the addition of the already available backlight, these Supertwist modules will find increasing acceptance in instruments, hand-held terminals, and other information display devices.

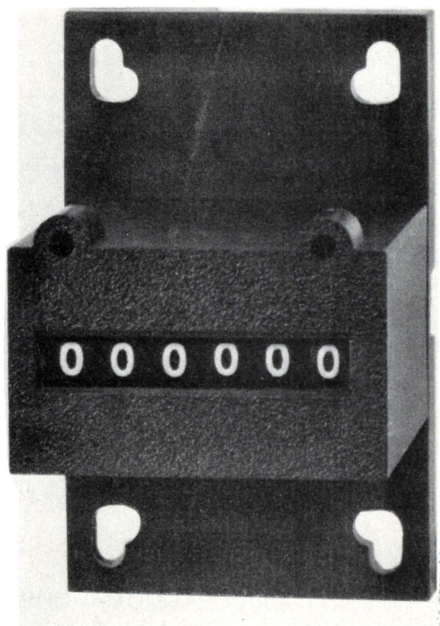


For more information, write Chuck Britten, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; (213) 530-3530.

Mighty Mite counter

The ENM Series E6B Mighty Mite electromechanical counter, due to its low power consumption, is ideal for applications using integrated circuits. The six-digit mini-counter can be easily interfaced with the common logic families TTL, DTL, CMOS, HCMOS, etc.

Using an external, low-cost transistor, the Series E6B counter can be operated from a six-, 12- or 24-volt power source. The drive circuit is protected from back EMF by incorporating an internal diode (on some models).



The Mighty Mite is perfect for coin-operated equipment, as it is designed for applications where space is minimal. It comes in standard AC/DC voltages.

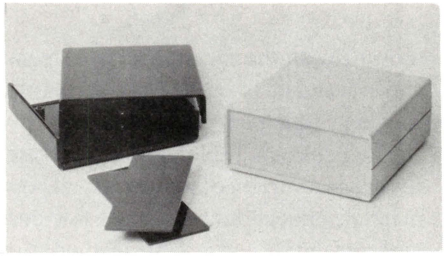
For more information, write ENM Co., 5617 Northwest Hwy., Chicago, IL 60646: (312) 775-8400.

Instrument enclosures

The Component Products Division of Industrial Electronic Engineers, Inc. (IEE), announces the addition of small instrument enclosures as a standard product line.

The initial sizes will be 6-inches deep x 5.75-inches wide, with front and rear panel heights of 2.25-inches, 2 and 5/8-inches and 3-inches. The enclosures are available in five standard colors: black, blue, gray, ivory, and tan. Front and rear panels may be ordered in molded ABS or clear anodized satin finish aluminum.

The various options include PCB mounting clips, plexiglass and polarized front panels, silk screening, cutouts, and engraving.



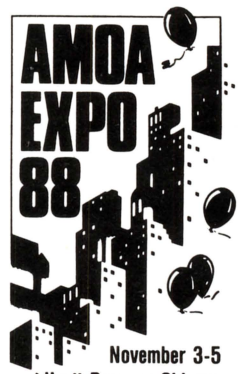
For more information, write the Costumer Service Department of IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 377.

Excuse the error!

It has been brought to our attention that in the July Trade Accessories, page 97, we printed incorrect phone numbers for P.C. World, supplier of Aegis condoms for cigarette and multivend machines.

We are sorry for the mistake and apologize for any inconvenience this has caused P.C. World and its customers. The company offers a three-pack of Aegis lubricated condoms, cellophane-wrapped, suitable for vending in cigarette machines. Stickers are available for placement on the machines alerting patrons that the machine also vends Aegis condoms.

For more information on this product, and self-dispensing blister cartons of condoms, write Marcel Guillemette, P.C. World, 3545 N.E. 167th St., North Miami Beach, FL 33160; 1-800-356-1267 or (305) 940-5297.



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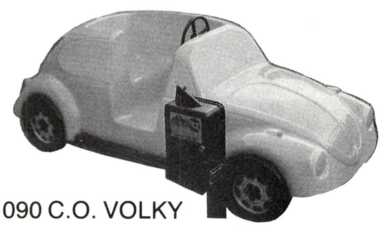

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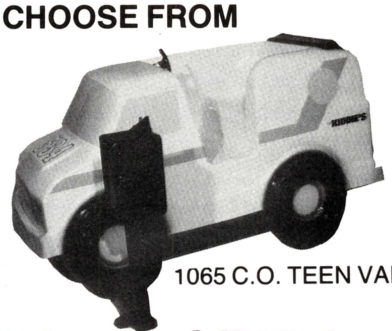

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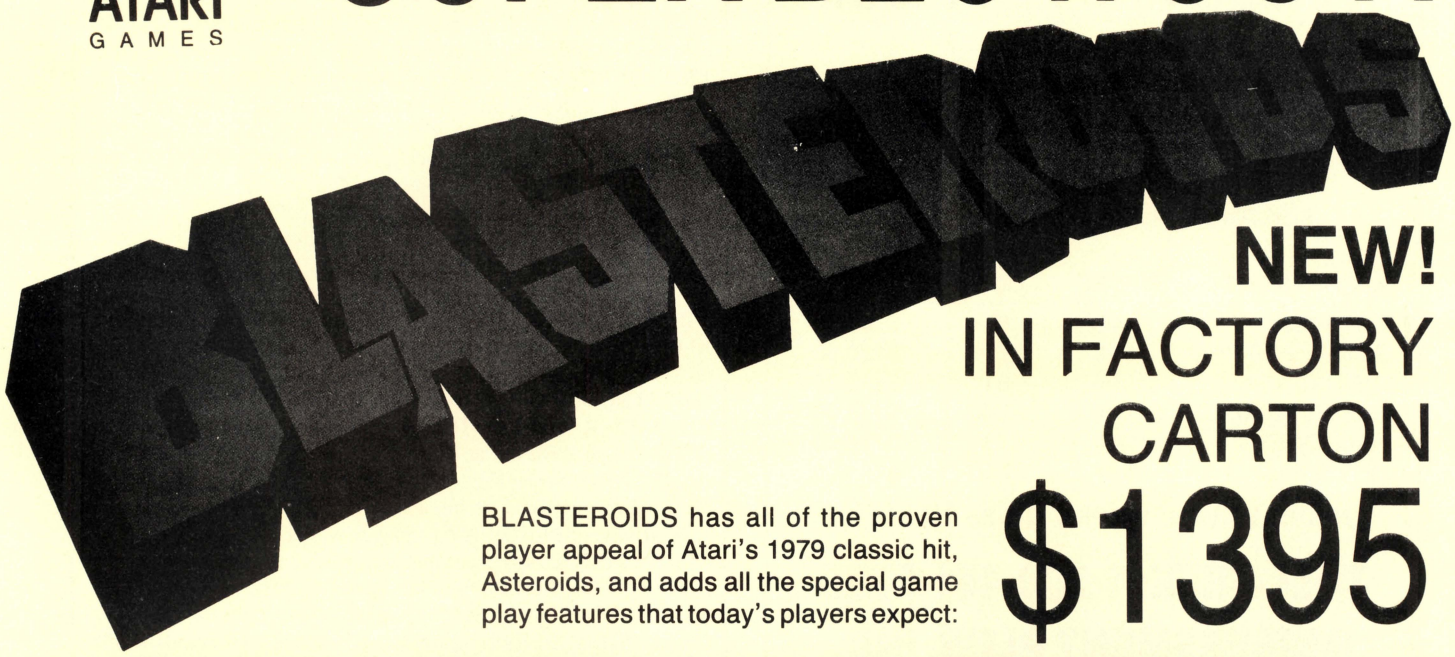

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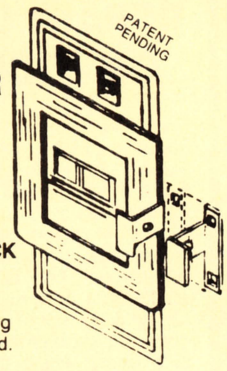

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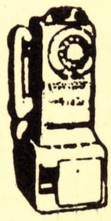

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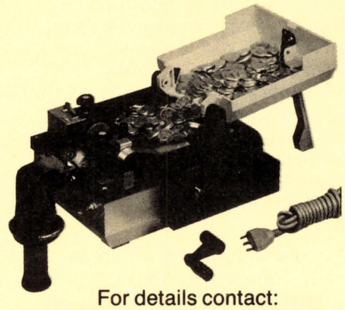

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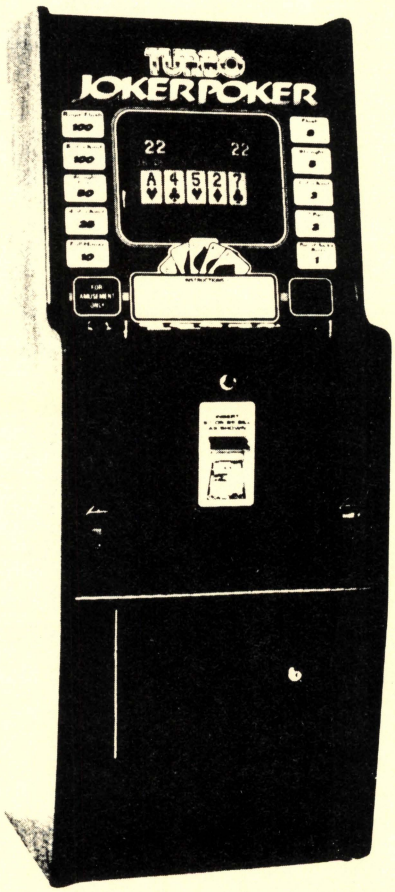

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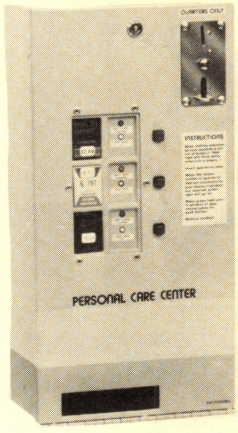

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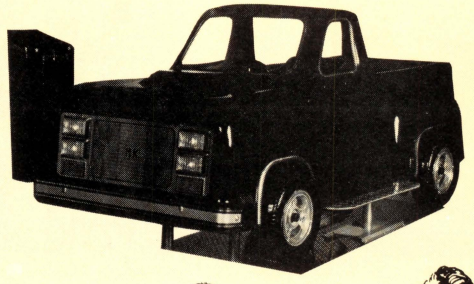

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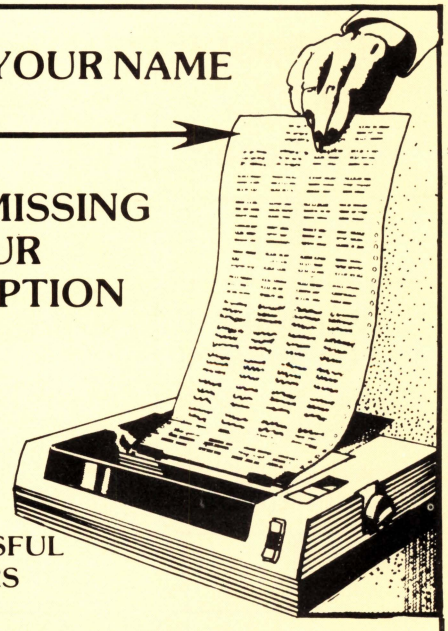

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Wisconsin Amusement & Music Operators 1988 Fall Conference, Concourse Hotel, Madison, WI. Contact Kari Foster (414) 529-4704.

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National Automatic Merchandising Association annual convention, New Orleans, LA. Contact NAMA (312) 346-0370.

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Amusement and Music Operators Association Expo, Hyatt Regency, Chicago, IL. Contact AMOA (312) 565-4602.

NOVEMBER 18 19

Utah Amusement Music Association state meeting. Elections for new officers. Contact Tony at (801) 364-6172.

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8) bob's space racers 48
9) bonita marie 155
10) brady distributing 83
11) brady novelty 13
12) capcom 30,31
13) carousel intl. 150
14) centek 63
15) coastal amusement 43
16) coindata, inc. 76
17) communidyne 16
18) dan brechner 29
19) data east 35,36
20) deltronic labs 60
21) doyle & assoc. 12
22) drews distributing 100
23) dynamo 47
24) eagle lift 70
25) exidy 71
26) gamemasters 95
27) kiddie rides of fl. 166
28) h.m.s. monaco 78
29) hollywood creations 65
30) imagination leisure 80
31) innovative industries 39
32) johnston products 70
33) laramie interest 38
34) mali & company 151
35) mayoni enterprises 21
36) meltec 123
37) merit 14,15,51
38) movie hut 16
39) mr. vend 54
40) nanco 23
41) new orleans novelty 12
42) nintendo 11,89,90,91,92
43) partec, inc. 24
44) playfair shuffleboard 157
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47) prizes! 27
48) quality plush 37
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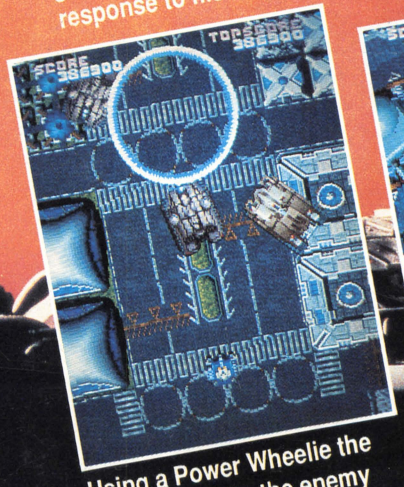

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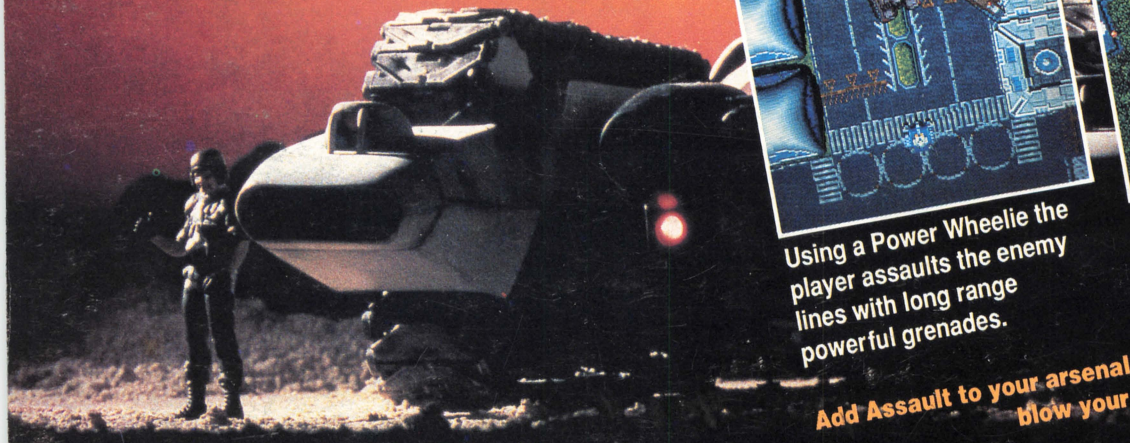

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ATARI GAMES

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